ATARI

For Immediate Release

Atari Announces Jaguar Developers
First Wave of Developers Signed for 64-bit Interactive Multimedia System

Sunnyvale, CA — September 24, 1993 — Atari Corporation today announced its initial list of developers for the Atari Jaguar 64-bit Interactive Multimedia system. Since July, 20 developers have signed license agreements to publish game titles for Jaguar. Additional high-profile developers and publishers are expected to be announced in the coming weeks.

"Developer response to Jaguar has been overwhelming — we've accomplished what we set out to do by attracting the industry's top developers," said Sam Tramiel, president of Atari. "The tremendous power of Jaguar removes the programming barriers that exist on all other gaming platforms, allowing developers to focus their energy and imagination on creating truly revolutionary video games. The technological prowess of our developers coupled with Atari's aggressive marketing and comprehensive developer support programs will create a new industry standard for multimedia performance."

The developer list includes:

- Anco Software Ltd.
- Beyond Games, Inc.
- Dimension Technologies
- Eurosoft
- High Voltage Software
- Krisalis Software Ltd.
- Loriciel S.A.
- Maxis Software
- Micröids
- Midnight Software, Inc.
- Ocean Software Ltd.
- Rebellion Software Ltd.
- Retour 2048
- Silmarils
- Telegames, Inc.
- Tiertex Ltd.
- Titus
- Tradewest
- Trimark Interactive
- U.S. Gold Ltd.

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Developers Speak Out for Jaguar

The strength of the Jaguar platform has attracted the industry's premier developers, allowing them to immediately begin programming the industry's first 64-bit video games. Comments include:

- *"We're excited about the reality of an advanced video game system retailing for approximately $200 and delivering technology comparable or superior to announced systems costing over three times as much. Atari pioneered the video game industry — it's good to see them at the forefront of innovation once again."*
  — Kelly Flock, executive vice president of Trimark Interactive

- *"Kids, don't waste your Christmas money on something else, this Cat is the new king of the video game jungle."*
  — Terry Grantham, president of Telegames, Inc. (Telegames will release "Ultimate Brain Games" and "European Soccer Challenge" for Jaguar in the spring and summer of 1994.)

- *"The 64-bit power of the Atari Jaguar allows us to move light years beyond today's game standards."*
  — Kris N. Johnson, president of Beyond Games, Inc., (Beyond will release "Battlewheels" for Jaguar in the second quarter of 1994.)

Jaguar Allows Developers to Create New Video Game Standard

The power of the Jaguar development environment allows programmers to:
- Create the industry's first 64-bit video games
- Deliver unprecedented true-color graphics, stereo CD-quality sound and animation speed
- Enjoy unsurpassed ease in creating real-time, 3D virtual worlds
- Unleash programming creativity previously hampered by the restrictions of all other gaming platforms

Atari Corporation manufactures and markets video games and personal computers for the home, office, and educational marketplaces. The Sunnyvale, CA-based company manufactures Jaguar products in the United States and is publicly traded on the American Stock Exchange under the symbol ATC.

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![ATARI logo]

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Atari's Jaguar Rips Into 3D Video Game Jungle

World's First 64-bit Interactive Multimedia Home Entertainment System Available for Under $250; Four Jaguar Games Ship

SUNNYVALE, Calif. — November 4, 1993 — Atari Corporation today announced the availability of Jaguar, the world's first 64-bit interactive multimedia home entertainment system. Jaguar offers a futuristic 3D game platform to home users at a suggested retail price of $249.95. Atari also announced the availability of four game titles for Jaguar including Cybermorph, which will be bundled with the Jaguar system; Crescent Galaxy; Evolution-Dino Dudes; and Raiden.

Producing superior special effects and breathtaking color graphics, Jaguar depicts animated objects that appear to have no restrictions on how fast they run, fly, blast or retaliate. Each fast-paced video adventure surrounds players with Jaguar's 16-bit CD-quality audio, bombarding users with the realistic sound of human voices, racing cars, soaring jets and colliding worlds.

"Jaguar revolutionizes the video game industry by re-setting the standards for system performance and price," said Sam Tramiel, president of Atari. "Jaguar's advanced technology has the power to transform each player's living room into the game arena of their choice, whether it be a blazing battlefield, a careening space capsule or an embattled fighter plane. Atari founded the video game market and we are proud to be leading the industry to the next generation of multimedia video entertainment."

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64-bit Makes Multimedia A Reality

Jaguar's 64-bit technology means it processes over 100 times as much data at one time than 16-bit systems and is twice as fast as 32-bit products, which are slated to begin arriving on the market this year.

Tramiel said, "We've never believed in launching incrementally better designs. By skipping over the 32-bit architecture, Atari has made quantum leaps in order to give customers the best performance for the price. Jaguar offers game enthusiasts the opportunity to enjoy tomorrow's hot multimedia technology today."

Specifically, Jaguar's 64-bit technology translates into:

- Spectacular true color graphics and video effects, with more than 16 million colors displayed during full-speed game play
- Three dimensional images moving in real-time that rotate, distort and change texture
- Unparalleled animation speed, which does not limit how fast players can drive, run, shoot or duck oncoming objects
- CD-quality sound blasting realistic sound effects, including dramatic music, lifelike human voices, screeching race cars and soaring fighter planes
- Adaptive lighting which adjusts to accommodate changes in distance and intensity

"The 64-bit power of Jaguar can give users 100 percent control over the action rather than positioning them as simple pawns in the middle of the game playback. Jaguar players can manipulate three-dimensional shapes in three-dimensional worlds that change in real-time, without needing to pause to allow the machine's processor to catch up," Tramiel said.

Game Availability

To date, more than 20 leading developers have signed on to create game titles for the world's most advanced interactive game system. Supporting Atari's mission to provide players with the best quality software in the market, Time Warner will make its library of video clips available to Atari and its licensed publishers for use in programs for the Jaguar.

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As of mid-November, the following Atari Jaguar games will be available:

- **Cybermorph** — Cybermorph, which is bundled with Jaguar, makes the player a One-Man Rescue Probe sent into an interplanetary battlefield to rescue stranded survivors. As he flies in a real-time texture-mapped, polygon-based world, his craft, the Cybermorph, can assume different forms as he cruises over hills and valleys that look realistic, with lifelike shadows. A holographic face, Skylar, speaks to the player, giving him information as he races toward all 50 planets to complete his mission.

- **Crescent Galaxy** — The player, Trevor McFur, and his sidekick, Cutter the Lynx, blast through five worlds filled with asteroids, nasty creatures and digitized protagonists. The game features full textured 3D renderings of creatures and planets with 14 levels reflecting five different worlds. ($49.99)

- **Evolution-Dino Dudes** — This caveman survival game combines 80 great levels of 3D true-color background graphics and CD-quality music. As a platform puzzle game, cavemen characters are taught to survive by avoiding man-eating dinosaurs, discovering the spear, making fire and physically running, jumping and climbing their way up the evolutionary ladder. ($49.99)

- **Raiden** — In this action-packed military battle, the player controls the aircraft flying over enemy territory, shooting realistic military tanks and other aircraft while avoiding enemy gunfire and hidden missiles. This is the ultimate arcade game conversion, allowing the player to use a vertical scroller to control the aircraft as he dodges bullets, bombs, flames and debris. ($49.99)

Pricing and Availability

Available in New York and San Francisco in mid-November, Jaguar is priced at $249. A complete roll-out in the United States and Europe is slated for early 1994. Video games are expected to range from $39 to $69. In 1994, Atari plans to release a $200 double-speed Jaguar CD peripheral, which will play conventional audio CDs and Jaguar game CDs.

Jaguar is the only video game system manufactured in the United States. Atari has contracted IBM Corporation to manufacture the Jaguar in its Charlotte, N.C. plant. IBM is also responsible for all component sourcing, testing, packaging and distribution.

Atari Corporation manufactures and markets 64-bit interactive multimedia entertainment systems, video games and personal computers for the home, office and educational marketplaces. The Sunnyvale, Calif.-based company manufactures Jaguar products in the United States.

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Atari Jaguar

64-Bit Interactive Multimedia Entertainment System

Fact Sheet

Product Description:	• Jaguar is the world's first 64-bit interactive multimedia home entertainment system.
Architecture:	• Jaguar features a 64-bit architecture, making it the world's most powerful game system. Jaguar is more than twice as fast as 32-bit platforms.
Main Features:	• High-speed animation • Realistic, textured 3D graphics • CD-quality sound • Rich, striking color display • Arcade-quality output • Sleek, high-tech system design • Advanced controller with customizable 12-button keypad
Available Games:	Available in mid-November 1993: • Cybermorph (bundled with Jaguar) • Crescent Galaxy • Evolution Dino-Dudes • Raiden
Manufacturer:	• IBM Corporation's Charlotte, N.C. facility will manufacture Jaguar. Jaguar is the only video game entertainment system made in the United States.
Price:	• Jaguar's suggested retail price, bundled with the Cybermorph video game, is $249. All other available Jaguar video games are $49.99.
Future Options:	• Double CD-ROM drive peripheral • Interface to allow friends to play over phone and cable lines • Virtual reality helmet
Retail Availability:	• Jaguar can be purchased in New York and San Francisco in mid-November. A complete product roll-out in the United States and Europe is slated for early 1994.

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Atari Jaguar

64-Bit Interactive Multimedia Entertainment System

Features and Benefits

Atari Jaguar Features	Benefits
Architecture	**Unprecedented System Performance**
64-Bit Data Bus	• Allows Jaguar to process over 100 times as much data at one time than 16-bit games and twice as much as 32-bit game systems. This significantly increases speed and lets game players experience superior graphic performance and animation action.
Speed and Graphics	**Unmatched Speed, Animation and Color**
64-Bit Graphics Chip	• Delivers complex 3D graphics at high animation speed.
	• Packs the screen with 16 million colors in 24-bit true-color during full-speed game play. With Jaguar, each pixel (screen images are made up of thousands and even millions of pixels) can be one of 16 million combinations, making each video game rich in 3D color. An unlimited number of textures can be placed on the screen as well.
	• Allows Jaguar to be connected to televisions in both the United States and Europe. Atari offers two versions of Jaguar, one that is compatible with the United States' NTSC 525-line color-TV system and one for the PAL European 625-line color-TV system.
Blitter/Shader	• Works closely with the Graphics Processor and the Object Processor to render shaded polygons and move on-screen objects at full bus speed.
	• Performs graphic acceleration, delivering a full range of logical operations at the maximum bus speed including special effects such as buffering and shading.

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Atari Jaguar Features and Benefits

Atari Jaguar Features	**Benefits**

Programmable Object Processor

- Allows players to experience video games that include a combination of the best video resolutions while maintaining full graphic speed and interactivity. The interaction among the Blitter, the 64-bit Graphics Processor and the Object Processor add to Jaguar's unmatched 3D graphics and video performance.

MC68000 Chip

- Manages minor processing functions including reading joystick commands and seamlessly distributing these commands to the appropriate system components. The 68000 chip requires a minimal amount of bandwidth to perform its duties, freeing resources to allow Jaguar to perform more complex processing activities.

Audio

CD-Quality Sound

Digital Signal Processor

- Generates CD-quality stereo sound. Games are filled with realistic sampled sounds including human voices, cars racing, jets soaring as well as a wide range of music and sound synthesis techniques such as wave table, FM, AM and sampled synthesis.

Design

Sleek, Futuristic Design

Black 17-Button Controller

- Lets game players interact with video environments through an advanced 17-button controller that features three fire buttons, two select buttons and a 12-button keypad. Plastic overlays slide onto the 12-button keypad to provide additional options during game play.

ComLynx I/O

- Allows game players to network multi-console games with their Jaguar.

Two Controller Ports

- Permits game players to add new external digital and analog interfaces to their Jaguars. Players can also use these ports to connect keyboards, lightguns and mice.

Storage Capacity

Quick System Response Time

16-Megabyte of RAM

- Enables game players to access an entire 16-Megabyte game in Random Access Memory space, eliminating the screen performance delays found in traditional consumer entertainment devices.

Compression

High Quality Game Playback

ROM Cartridge

- Supports a capacity of 48 Megabytes of compressed or uncompressed code. Enables complex games to run on Jaguar without any degradation in speed or quality.

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Atari Jaguar Features	Benefits

Special Effects

Lighting

Morphing

Texture Mapping

Transparency

Warping

Realistic, 3D Animation

- Permits Jaguar to automatically illuminate objects based on their location relative to the light source(s). For example, if the video environment is a race track in the evening, the moon light will beam off the tops of the polished racing cars, creating realistic shading.

- Transforms animate and inanimate objects from one image to another. A frog can become a prince, a lamp may transform into a genie and a battleship can turn into a submarine, all in real-time.

- Wraps simple and complex images onto any 3D object to achieve special effects like flashing lights, aging and speed. An unlimited number of textures and images can be made part of the surface of complex objects.

- Enhances video scenes where smoke, shadows and/or fog add realism to the game experience.

- Produces realistic simulations of the interaction between physical objects, such as a football bouncing off the ground. It is also used to produce cartoon-like imagery.

Expansion Features

8-Megabit Per Second
Synchronous Serial Port

Double-Speed CD-ROM Drive

Future Options

- Provides game players with the flexibility to add new peripherals, such as modem interfaces and virtual reality devices. A high-speed telephone interface planned for 1994 will let users play against friends over phone lines or connect with national networks.

- In 1994, this peripheral will allow game players to play video games via CD-ROM, CD audio and full-motion video.

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Atari Corporation

Corporate Fact Sheet

Headquarters:
- Sunnyvale, California

Business Description:
- The grandfather of video games, Atari aggressively develops and markets:
  — Interactive multimedia entertainment systems
  — Video game titles
  — Full-scale multimedia computers

Mission:
- To provide home users with the world's most advanced, yet affordable interactive entertainment systems and software.

Products:
- Jaguar 64-bit Interactive Multimedia Video Game System
- Lynx Color Hand-Held Video Game
- Atari Falcon030 Personal Integrated Media Computer
- TT030 Graphics Workstation
- 1040ST Advanced Personal Computer

Distribution:
- Atari sells its systems, peripherals and software through authorized distributors, resellers and integrators. International distribution is channeled directly through sales subsidiaries and independent distributors in approximately 50 countries.

Milestones:
- *In 1993*, Atari releases Jaguar, the world's first 64-bit interactive multimedia home entertainment system.
- *In 1992*, Atari completes development of Jaguar's proprietary 64-bit architecture.
- *In 1990*, Atari undertakes extensive research effort to determine needs of video game market — the need for Jaguar is clear.
- *In 1988*, an international panel of trade editors name Atari's 520ST and 1040ST the "Best Home Computers of the Year."

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Milestones (cont.)

- *In 1986*, Atari goes public, raising more than $54 million.
- *In 1984*, Jack Tramiel, the founder of Commodore Business Machines, and a group of investors aquire Atari from Time Warner.
- *In 1976*, Atari's home and video arcade game, "Pong," is the world's most popular video game and Atari is the undisputed leader of the video game industry.
- *In 1973*, Atari successfully establishes the home video game industry.
- *In 1972*, Atari is founded to manufacture and market video games.

Management:

- Jack Tramiel, chairman of the board
- Sam Tramiel, president & CEO
- Richard Miller, vice president of technology
- Garry Tramiel, vice president of sales
- Laurie Scott, vice president of operations
- August Liguori, vice president of finance
- Terry Valeski, vice president of marketing
- Bill Rehbock, director of application software

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Atari Jaguar

64-Bit Interactive Multimedia Entertainment System

Third-Party Software Support

- 21st Century Software
- Accolade
- Anco Software
- Brainstorm
- Euro•soft
- High Voltage Software
- Interplay Productions, Inc.
- Loricel S.A.
- Micröids
- Microprose Software, Inc.
- Millenium Interactive, Ltd.
- Phalanx Software
- Retour 2048
- Telegames, Inc.
- Titus
- Trimark Interactive
- UBI Soft International
- Virgin Interactive Entertainment Ltd.

- 3D Games
- Activision
- ASG Technologies, Inc.
- Beyond Games, Inc.
- Dimension Technologies
- Gremlin Graphics Software Ltd.
- id Software
- Krisalis Software Ltd.
- Maxis Software
- Microprose Ltd. (UK)
- MidNite Software, Inc.
- Ocean Software Ltd.
- Rebellion Software
- Silmarils
- Tiertex Ltd.
- Tradewest
- UBI Soft Inc.
- U.S. Gold Ltd.

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Atari Jaguar

64-Bit Interactive Multimedia Entertainment System

What People Are Saying About Jaguar

- "The technology 'Top Gun' is now Atari's Jaguar. It's machine is twice as powerful as 3DO which was twice as powerful as its predecessors and Jaguar costs hundreds less than 3DO."
  – *Steve Young, CNN*

- "Consumers will see the difference in the Jaguar's vivid screen imagery, most notably, featuring over 16 million colors in 64-bit true color graphics."
  – *Virtual Reality News*

- "Inside the Jaguar is a 64-bit processor with quadruple the computing power of the 16-bit Super Nintendo Entertainment System (SNES) and Sega Genesis ... This extra power opens the door to graphics and faster action."
  – *Mike Langberg, San Jose Mercury News*

- "The preview game play on Jaguar was phenomenal, and if you can get one of the 50,000 units initially released, grab it."
  – *Glen Rubenstein, San Francisco Chronicle*

- "The former king of video games, whose stock slumped to below a dollar earlier this year after losses and layoffs, has the market in a frenzy with its powerful new 64-bit Jaguar multimedia system. The gang at Nintendo — remember them? — don't plan to unveil a 64-bit machine for at least two years."
  – *Andrew Bell, The Globe and Mail*

- "Atari won an important public relations coup last week when Andy Parr, the 'gadget guru' of television's 'Today' show, dubbed Jaguar the hottest system this Christmas."
  – *John Markoff, The New York Times*

- " According to the BKJU Report, 91 percent of kids in the United States want video games for Christmas ... the game this year is the Atari Jaguar."
  – *Richard Hart, KRON, San Francisco*

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- "It [Jaguar] is so new and so hot its only available in New York and San Francisco ... as you can see from the game it has arcade-type graphics that are really strong and really powerful and have a lot of dimension. But, what I really like about the Jaguar is ... its $250."
  – *Andy Pargh, the Gadget Guru, The Today Show*

- "The Jag will have it all. No Put, Puts, no Bird Life, just solid, inventive 64-bit games from programmers with imagination ... for me the face of gaming has changed."
  – *Diehard GameFan*

- " ... both Sega and Nintendo might get ambushed ... last month Atari ... rolled out Jaguar. At $249, the player offers 64-bit processing capacity that crunches data 100 times faster than SNES or Genesis. The result: color graphics of near videotape quality, smooth instead of jumpy movement, realistic sounds of screaming jets or human voices and a futuristic three-dimensional game platform . . . it [Jaguar] has critics gushing."
  – *Joshua Cooper Ramo, Newsweek*

- "Silicon Valley's best-kept secret has suddenly become an all-too-cool reality. Atari Corporation is finally unleashing its Jaguar — a 64-bit super system that will be staring down the Genesis, SNES and 3DO ... Multimedia and networking are the wave of the future, and Atari's got a bunch of secret weapons to add more bite to the Jag. It [Atari] may well become king of the jungle once again."
  – *The Desk Jockey, GAMEPRO Magazine*

- "The combination of the $200 price tag and the 64-bit technology is totally revolutionary ... this could go through the roof."
  – *Bill Kunkel, Electronic Games*

- "Yikes, a 64-bit system for $200 bucks, sign me up! ... Atari is sure to pick up tons of support, as just about every enthusiast gamer will be banging at the door of their local game store as soon as the system is released. How can you go wrong? A 64-bit system for $200 ... '94 should be an interesting year."
  – *GameFan Magazine*

- "For $250 [product bundled with software], I'm very impressed with the Jaguar ... I would actually spend my own money — not a lot of journalists would say that about a product. But, I would go out and buy a Jag."
  – *Glenn Rubenstein, game reviewer, San Francisco Examiner*

- "This is one powerful cat. Atari says there's never been anything like it and we believe it ... The audio system offers 16-bit stereo CD-quality sound and can reproduce realistic sound effects as well as lifelike human voices. Big game hunters will hear this cat coming!"
  – *Joyce Worley, Electronic Games*

- "Analysts agree that the Jaguar is technologically innovative, boasting a new 64-bit system that's much faster than the 16-bit Sega and Nintendo machines."
  – *Louise Lee, Oakland Tribune*

- "This machine will be a great piece of hardware ... They [Atari] are well beyond what Sega and Nintendo have for their game machines ... The graphics are extremely impressive."
  – *Wes Nihei, GAMEPRO Magazine*

- "The [Jaguar] games are colorful, fast-paced, filled with lots of action."
  – *Herb Weisbaum, consumer reporter, KIRO-TV (CBS This Morning)*

- "Atari's snazzy new video game machine uses sophisticated technology to play games with near movie-quality animation and high-fidelity sound."
  – *Ken Siegmann, San Francisco Chronicle*

- "There's no question, Atari is on the right track."
  – *Tim Bajarin, multimedia analyst*

- "The $500 million deal [with IBM] will make the next-generation system [Jaguar] the only video game made in America."
  – *Jonathan Weber, The Los Angeles Times*

- "Atari Corporation will score a new level of video game performance this fall with the introduction of Jaguar."
  – *Junko Yoshida, Electronic Engineering Times*

- "Atari is wise to push new technology."
  – *Nick Moore, senior analyst at the Franklin Group of Funds*

- "Absolutely there's a market [for Jaguar]."
  – *Mark Stahlman, president of New Media Associates*

- "With 3DO likely to debut with a price point well above $500, Jaguar will offer many consumers terrific performance at a palatable price ... If Atari plays its cards right, the company will pitch Jaguar to American consumers as a Ferrari-class muscle machine complemented by Saturn-style pricing and homegrown sensibility."
  – *David Gerding, Computer Entertainment News*

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Atari Jaguar

64-Bit Interactive Multimedia Entertainment System

Ten Questions About Jaguar's
64-Bit Technology

1. *What does 64-bit mean?*

    "64-bit" refers to the amount of data Jaguar can process at one time.
    Because Jaguar processes data 64 bits at a time — versus 8, 16 and 32 bits for
    other video game systems — Jaguar delivers unprecedented animation speed,
    true-color graphics and stereo CD-quality sound. Jaguar is the world's first 64-bit
    interactive multimedia home entertainment system.

2. *What are the main differences players will notice when using 64-bit systems as
    compared to conventional machines and newer 32-bit systems?*

    The biggest difference players will notice is an enormous increase in the overall
    speed and smoothness of objects in motion in their video games. Game players
    will be able to manipulate and respond to game action much more quickly and
    objects will travel at high animation speed. In addition, players will notice a
    significant improvement in the appearance of their video games; colors will be
    brighter and more numerous, graphics will appear clearer and extremely realistic,
    3D objects will feature multi-textured surfaces, special effects will be much more
    sophisticated and games will include true-to-life lighting and shadows. Game
    realism will also be enhanced by sound effects generated in CD-quality audio.

3. *How does Jaguar achieve its 64-bit processing power?*

    Jaguar achieves its processing power through an advanced architecture that features
    a 64-bit data bus. This bus acts like a 64-lane freeway, permitting data "traffic" to
    flow 64-bits at a time. Five processors work together to move data through the bus
    including:
    *   The Atari-proprietary 64-bit Graphics Processing Unit (GPU) with RISC
        technology — responsible for delivering Jaguar's complex 3D graphics at
        high animation speed
    *   The Atari-developed 32-bit Digital Signal Processor — delivers Jaguar's CD
        and stereo sound capabilities

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- The Object Processor — provides an advanced video environment
- The Blitter Graphics Accelerator — rapidly manipulates and copies images
- The 68000 16-bit processor — manages secondary processing functions

4.   *If Jaguar includes a 16-bit processor, how can it be a true 64-bit system?*

Jaguar is a true 64-bit system because it moves data through a 64-bit data bus. While it includes a 16-bit processor, this processor plays only a minor role in system performance. This processor acts as a necessary, but less important stage hand — managing minor processing functions, including reading joystick commands and distributing workloads to system components.

5.   *In video game systems, what is the relationship between processing speed and video graphics?*

The processing speed of a video game platform has a direct relationship to the quality of video graphics it is capable of generating. When graphics are complex and include many colors, the system needs more power to maintain high-quality animation speeds from cartridge to screen without degradation.

Atari Jaguar's 64-bit processing speed allows the system to display more than 16 million colors with an animation speed greater than 850 million pixels per second. This means Jaguar's 3D graphics are very realistic, with bright colors and fast moving action.

This performance is significantly better than that of 32-bit machines, which display 16.7 million colors, but are only able to move 64 million pixels per second. In other words, 32-bit systems have just as much color traffic as Jaguar, but they are trying to squeeze the same number of colors onto a 32-lane highway instead of a 64-lane freeway. This can result in grainier graphics, fewer colors used and slower animation speed.

6.   *How has Atari been able to leapfrog 32-bit systems?*

Atari Corporation has been able to leapfrog 32-bit systems because the company made a commitment to meet the needs of the industry by making a quantum leap to the 64-bit architecture. Atari backed this commitment with resources, including the world's finest engineers and the industry's most experienced management team. This combination of vision, dedication and talent allowed Atari to build Jaguar's proprietary 64-bit hardware and deliver Jaguar to customers while the company's competitors were still struggling to develop and market less powerful products.

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7. *How is Atari able to offer advanced 64-bit technology at such a competitive price?*

    Jaguar retails for $249 (bundled with one video game), when much less powerful systems are selling for $700 and up. Atari is able to offer the world's most advanced video game system to consumers at such an affordable price because:
    - Atari hires and retains the world's best engineers. This allowed Atari to reduce Jaguar's time-to-market by ensuring the development cycle was efficient and the design was high quality.
    - Atari is the sole investor in Jaguar and thus, operating overhead is much lower than it is for competitive systems in which multiple investors receive a portion of the profits.
    - Atari founded the video game industry and was able to apply more than 20 years of expertise to the cost-efficient development of Jaguar.

8. *How do developers benefit from Jaguar's 64-bit processing power?*

    With Jaguar, developers enjoy unsurpassed ease in creating real-time 3D worlds. Because developing games for Jaguar is easier and less time consuming than it is for conventional platforms, developers are able to spend much more time on the creative process. Creatively, Jaguar's 64-bit processing power gives developers the flexibility to create revolutionary video games that are much richer in color, animation, texture and sound than traditional game systems.

9. *What will be the industry standard for interactive multimedia performance?*

    Atari's Jaguar has moved ahead of the competition to set the industry standard for interactive multimedia performance. Jaguar's 64-bit technology gives players the features and functionality they need today while also supplying the power and components, such as virtual reality and CD-ROM, to ensure they can move successfully into the future. It will be years before players and developers exhaust Jaguar's potential and competitive systems catch up to Jaguar in terms of price and performance.

10. *What lies ahead for Jaguar users?*

    Jaguar's advanced 64-bit technology will allow users to expand the system's capabilities by adding peripherals without decreasing system performance. For example, in 1994, users can look forward to the release of Jaguar's CD-ROM peripheral. Atari also plans to develop and market a Jaguar virtual reality helmet.

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Atari Jaguar

64-Bit Interactive Multimedia System

Jaguar Game Profile

Jaguar Games:	• **Alien vs. Predator** • **Checkered Flag II**
Developer:	Rebellion Software Ltd. Magdalen Center Oxford Science Park Oxford, England OX4 4GA
Game Descriptions:	**<u>Alien vs. Predator</u>**

<u>Alien vs. Predator</u>
This tunnel/maze game has texture-mapped walls and striking digitized renderings of monsters. The player selects to be the Alien, the Predator or the Marine Corporal. The Alien, complete with a tail that whips around and nasty jaws, smoothly scales walls to pounce upon his unsuspecting prey; the Predator uses sophisticated weaponry and superior infrared night vision to seek out his victims and the Marine Corporal depends on his piles of ammunition and sophisticated military combat computer skills to hunt and defend. Camera speed races at a high frame rate to create the ultimate in chase sequences.

<u>Checkered Flag II</u>
Jaguar Formula Racing hits its peak using real-time 3D generated action that allows the game player to customize racing cars. Cars, buildings and roads are rendered in real-time 3D. Racing speed is intensified by 100 percent-true sound effects; crashes are realistic in both sound and imagery, with parts flying and tires screeching. With this sweaty-palms racing game, players will practically feel the wind in their hair.

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Available: • Early 1994

Developer Comments: • "Jaguar is 100 percent faster than anything else in the market ... with Jaguar there are no limits. The 64-bit power gives you complete creative freedom."

• "The question is no longer what we can or cannot put on the screen. With Jaguar, the speed and tools are available. Now we are faced with the wonderful challenge of getting our great ideas implemented."

• "The first thing players will notice is Jaguar's spectacular colors and 3D images. Jaguar allows developers to overcome all previous video boundaries to deliver realistic, high-speed 3D worlds."

• "The video possibilities we thought were merely science fiction are becoming science fact. Jaguar has permitted developers to turn their wildest ideas into reality — to introduce a virtual video dreamland."

• "As for the future, Jaguar will continue to challenge developers and players. A CD peripheral further expands storage space — opening up even more creative avenues. And, Jaguar's virtual reality helmet will put even more motion in the game. Players will find it difficult to distinguish reality from game fiction."

For More Comments: • Jason Kingsley, creative director, Rebellion
                                   Phone: 44 865 784 555
                                   Fax: 44 865 784 556

— 30 —

Terry Valeski
Atari Corporation
(408) 745-2000

Atari Jaguar

64-Bit Interactive Multimedia System

Jaguar Game Profile

Jaguar Games:
- **Alien vs. Predator**

Game Description:

<u>**Alien vs. Predator**</u>
This 3D rendered tunnel/maze game has texture-mapped walls and striking digitized renderings of monsters. The player selects to be the Alien, the Predator or the Marine Corporal. The Alien, complete with a tail that whips around and nasty jaws, pounces upon his unsuspecting prey; the Predator uses sophisticated weaponry and superior infrared night vision to seek out his victims and the Marine Corporal depends on his piles of ammunition and sophisticated military combat computer skills to hunt and defend. Camera speed races at a high frame rate to create the ultimate in chase sequences making it an in your body, out of your mind experience.

Available:
- Early 1994

Developer Comments:
- "Jaguar is 100 percent faster than anything else in the market ... with Jaguar there are no limits. The 64-bit power gives you complete creative freedom."

- "The question is no longer what we can or cannot put on the screen. With Jaguar, the speed and tools are available. Now we are faced with the wonderful challenge of getting our great ideas implemented."

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— 30 —

Terry Valeski
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Atari Jaguar

64-Bit Interactive Multimedia System

Jaguar Game Profile

Jaguar Games:
- **Checkered Flag II**

Game Description:

Checkered Flag II
Jaguar racing hits its peak using real-time 3D generated action that allows the game player to customize racing cars. Cars, buildings and roads are rendered in real-time 3D. Racing speed is intensified by 100 percent-true sound effects; crashes are realistic in both sound and imagery, with parts flying and tires screeching. With this sweaty-palms racing game, players will practically feel the wind in their hair.

Available:
- Early 1994

Developer Comments:
- "The video possibilities we thought were merely science fiction are becoming science fact. Jaguar has permitted developers to turn their wildest ideas into reality — to introduce a virtual video dreamland."

- "As for the future, Jaguar will continue to challenge developers and players. A CD peripheral further expands storage space — opening up even more creative avenues. And, Jaguar's virtual reality helmet will put even more motion in the game. Players will find it difficult to distinguish reality from game fiction."

— 30 —

Terry Valeski
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Atari Jaguar

64-Bit Interactive Multimedia System

Jaguar Game Profile

Jaguar Game:

- **Tempest 2000**

Game Description:

Tempest 2000
One of the most popular games in arcade history is back in its original form as well as in three new versions. On one cartridge, players get four games: the original Tempest, Tempest Plus, Tempest 2000 and Tempest Duel. The games feature two player cooperative play, the use of an android, cycle-shaded webs, many new weapons and challenging bonus levels.

Available:

- March 1994
- All Atari-authorized retailers
- Retails for $49.99

Developer Comments:

- "In developing Tempest 2000, we initially wanted to develop a game that was a faithful recreation of the classic arcade game. But because Jaguar is much more powerful than the original arcade system, we were able to develop three new advanced versions and include all four Tempest games on one cartridge."

- "Jaguar's awesome graphics, sound and 3D images make it the most powerful system available — nothing can touch it."

- "Developing for Jaguar allows us to bring ideas to life that could never happen on other game systems."

- "With 64-bit speed, developers can push the outer-limits of 3D graphics. Jaguar's 16 million colors and endless textures blow away the competition. No longer is the development community handcuffed to writing to these older systems."

Terry Valeski
Atari Corporation
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Atari Jaguar

64-Bit Interactive Multimedia System

Jaguar Game Profile

Jaguar Game:

- **Cybermorph**

Game Description:

<u>Cybermorph</u>
Cybermorph, which is bundled with Jaguar, makes the player a One Man Rescue Probe sent into an interplanetary battlefield to rescue stranded survivors of a dying war. As the player flies into a real-time, light-shaded, polygon-based world, his craft, the Cybermorph, assumes different forms to blend into the landscape below. A holographic face speaks to the player, giving him information as he races toward all 50 moons to save the final survivors.

Available:

- Mid-November, 1993
- New York and San Francisco
- Bundled with Jaguar video system for $249.95

Developer Comments:

- "Every developer wants to create a game that makes the player experience the intensity of the adventure. Getting the Cybermorph craft to "morph" into different forms that appear to mold with the landscape it flies over achieves this goal. Players will find that the speed and the motion of the craft causes their own bodies to rise and fall in their chairs. Their heads will jerk in reflex reaction to oncoming obstacles and their hands must react quickly in order to bring the craft and survivors safely through the mission."

- "Our development team had tons of fun challenging the 64-bit platform to add more and more detail to Cybermorph. In fact, the platform challenged them because it presented so many possibilities."

- "Atari understands what true-blue video adventure is all about. Jaguar's 64-bit processing power enabled us to develop Cybermorph with elaborately detailed light-shaded, 3D polygons."

(more)

- "When creative ideas pop into our minds, Jaguar's flexibility lets us take advantage of more sound, more color, more images, more layers of texture, smoke, fog — everything we need to make it happen."

- "Game players will notice that Jaguar's video games look less computery or digitized— the Gourand shading makes them look more realistic."

- "Jaguar's strength is that the player feels the action — he can enjoy the exhilarating speed and energy as he flies the ship straight down into a cannon."

- "We took advantage of the CD quality sound and stereo capabilities to enhance the player's experience. If game players wear headphones while they play Cybermorph, they will actually hear shots coming from the left before they see them. Also, the holographic face uses the audio capabilities in its eerie speaking voice."

— 30 —

Terry Valeski
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Atari Jaguar

64-Bit Interactive Multimedia System

Jaguar Game Profile

Jaguar Game:	• **Cybermorph**
Developer:	Attention To Detail Unit 3, Nunhold Business Centre Dark Lane, Hatton Warwick, England CV35 8XB
Game Description:	<u>Cybermorph</u> Cybermorph, which is bundled with Jaguar, makes the player a One Man Rescue Probe sent into an interplanetary battlefield to rescue stranded survivors of a dying war. As the player flies into a real-time, light-shaded, polygon-based world, his craft, the Cybermorph, assumes different forms to blend into the landscape below. A holographic face speaks to the player, giving him information as he races toward all 50 moons to save the final survivors.
Available:	• Mid-November • New York and San Francisco • Bundled with Jaguar video system for $249
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For More Comments:
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  Phone: 44 926 843 444
  Fax: 44 926 843 363

— 30 —

Terry Valeski
Atari Corporation
(408) 745-2000

Atari Jaguar

64-Bit Interactive Multimedia System

Jaguar Game Profile

Jaguar Game:
- **Crescent Galaxy**

Game Description:

Crescent Galaxy
The player, Trevor McFur, and his sidekick, Cutter Lynx, blast through five worlds filled with asteroids, horrific creatures and digitized protagonists. The game features full textured 3D-rendering of creatures and planets with nine levels reflecting five different worlds.

Available:
- Mid-November, 1993
- New York and San Francisco
- Retails for $49.99

Developer Comments:
- "The difference between developing for conventional game platforms and developing for Jaguar's 64-bit architecture is like the difference between driving a Hyundai and a Formula One race car."

- "We listened to our software developers when they said, 'take the hardware handcuffs off video game programming.' The 64-bit processing power of Jaguar gives developers the creative license they need to turn their imaginative ideas into video games."

- "Jaguar is an extremely flexible system. With the Jaguar Development Environment, developers are no longer forced to handle programming tasks one way. In fact, Jaguar allows you to program many different ways, depending on your specific needs. The flexibility is great."

- "Developers benefit greatly from Jaguar's high processing speed — it allows them to push the limits of 3D graphics. They can use up to 16 million colors as well as endless textures and display them all on the screen at one time. Working with 3D true-color images allows developers to ensure games look real."

(more)

- "Jaguar allows for wonderful game play. Ultimately, this is what the consumer is looking for."

- "We work very hard to make sure that every game we create is entertaining. Some products in the market look pretty without being entertaining or sound nice without offering lasting-play value. We fine-tune every product we make before releasing it to manufacturing to ensure all of the play elements are in place that make the game a lasting and enjoyable experience."

— 30 —

![Atari logo]

Terry Valeski
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Atari Jaguar

64-Bit Interactive Multimedia System

Jaguar Game Profile

Jaguar Game:	• Crescent Galaxy
Developer:	Atari Corporation 1196 Borregas Avenue Sunnyvale, California 94089-1302

Game Description:

Crescent Galaxy

The player, Trevor McFur, and his sidekick, Cutter Lynx, blast through five worlds filled with asteroids, horrific creatures and digitized protagonists. The game features full textured 3D-rendering of creatures and planets with nine levels reflecting five different worlds.

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For More Comments: •   John Skruch, vice president of audio and graphics, Atari
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Terry Valeski
Atari Corporation
(408) 745-2000

Atari Jaguar

64-Bit Interactive Multimedia System

Jaguar Game Profile

Jaguar Games:	• **Evolution Dino-Dudes** • **Raiden**

Games Descriptions:

Evolution Dino-Dudes
This version of the popular caveman survival game combines 50 of the best levels from the previous version with all new 3D true-color background graphics and CD-quality music. In this multi-platform puzzle, cavemen must survive by avoiding man-eating dinosaurs, discovering the spear, making fire and physically running, jumping and climbing their way up the evolutionary ladder.

Raiden
The player pilots the aircraft over enemy territory, shooting realistic military tanks and other aircraft while avoiding enemy gunfire and hidden missiles. This is the ultimate arcade game conversion, allowing the player to use a vertical scrolling motion to simulate aircraft flying.

Available:
- Mid-November, 1993
- New York and San Francisco
- Retail price for each game — $49.99

Developer Comments:
- "Jaguar's programming and graphic manipulation capabilities are extremely diverse and yet very flexible."

- "With Jaguar, developers are able to actually create what other platforms will not support. What was once a mere fantasy in the developer's mind can come to life with Jaguar's 64-bit animation speed, true-color graphics and CD-sound. Jaguar blurs the fine line between reality and fiction."

(more)

- "The main benefit of developing video games for a 64-bit architecture is that it opens up new avenues for art work. This gives developers the ability to express complex ideas in video form."

- "Creating on platforms with less processing power would be like stepping backward — stunting the developer's creativity with old boundaries. There's no turning back now."

— 30 —

Terry Valeski
Atari Corporation
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Atari Jaguar

64-Bit Interactive Multimedia System

Jaguar Game Profile

Jaguar Games:
- **Evolution Dino-Dudes**
- **Raiden**

Developer:
Imagitec Design Inc.
Suite 202–204
Field House
No. 15 Wellington Road
Dewsbury, West Yorkshire, England WF131HF

Games Descriptions:

<u>Evolution Dino-Dudes</u>
This version of the popular caveman survival game combines 50 of the best levels from the previous version with all new 3D true-color background graphics and CD-quality music. In this multi-platform puzzle, cavemen must survive by avoiding man-eating dinosaurs, discovering the spear, making fire and physically running, jumping and climbing their way up the evolutionary ladder.

<u>Raiden</u>
The player pilots the aircraft over enemy territory, shooting realistic military tanks and other aircraft while avoiding enemy gunfire and hidden missiles. This is the ultimate arcade game conversion, allowing the player to use a vertical scrolling motion to simulate aircraft flying.

Available:
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For More Comments:
- Martin Hooley, director of software development, Imagitec
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  Fax: 44 924 463 601

— 30 —

For Immediate Release

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Atari Announces Total of 86 Developers, Publishers and Licensees for Jaguar

48 New Partners Include Creators and Publishers of *Dragon's Lair*, *Mortal Kombat*, *Populous*, *Pro-Sport Hockey and Wolfenstein 3D*

SUNNYVALE, Calif. — March 7, 1994 — Atari Corporation (ASE:ATC) announced today that its award-winning Jaguar 64-bit game system has attracted 86 top developers, publishers and licensees since its introduction in November 1993.

Among the 48 new partners announced today are ReadySoft Incorporated, publisher of *Dragon's Lair*, *Dragon's Lair II* and *Space Ace*; Bullfrog Productions Limited, developer of *Populous* and *Powermonger*; Imagineer, publisher of *Wolfenstein 3D* (SNES); Jaleco, a leading manufacturer of arcade games and home video games including *Super Bases Loaded* and *Pro-Sport Hockey*; and Sculptured Software, developer of *Mortal Kombat* for Acclaim.

"The innovative technology unleashed by Jaguar challenges us to change our approach to developing software," said Glen Williams, technical director, Williams Brothers Development, one of the newly signed software developers. "With Jaguar, game developing is no longer a matter of working within the machine's capabilities, but of living up to them."

Since January 1, 1994, Atari has signed 48 new partners. These are:

Accent Media Productions
Anthill Industries
(ASG) All Systems Go

(more)

Atari Signs Total of 86   2-2-2-2

Argonaut Software Ltd.
Audio Visual Magic
Bethesda Softworks
Bjorn Joos/Kris Van Lier
Black Scorpion Software
Borta & Associates
Bullfrog Productions Ltd.
Clearwater Software
Computer Music Consulting
Cybervision
CyberWare
Delta Music Systems, Inc.
Domark Group, Ltd.
D'MC
Duncan Brown
Elite
E-On
EZ Score Software, Inc.
GameTek, Inc.
Genus Microprogramming, Inc.
H$_2$0 Design Corp.
HiSoft
ICD Inc.
Imagineer Company, Ltd.
Jaleco
Limelight Media, Inc.
Manley & Associates, Inc.
NMS Software Ltd.
Photosurealism
PIXIS Interactive
ReadySoft Incorporated
Rest Energy

(more)

Atari Signs Total of 86   3-3-3-3

Sculptured Software, Inc.
Software Creations
Team Infinity
Team 17 Software Ltd.
Technation Digital World
Techtonics
Teque London Ltd.
Thrustmaster
V-Reel
Virtual Xperience
Visual Concepts
Williams Brothers
WMS Industries

"We are pleased the industry's most innovative, successful software companies continue to join the Jaguar team," said Sam Tramiel, president of Atari. "Jaguar is the world's most powerful multimedia video game system. Consequently, this platform offers leading developers and publishers unprecedented creative and commercial opportunities."

"Atari has used cutting-edge technology to push Jaguar's system architecture beyond the industry's next natural stage and leaped ahead of its competitors in the process," said Lou Viveros, president of V-Reel and Viveros and Associates, a leading video game consulting firm. "Our games will require creativity and flexibility in the development process and outstanding system performance during game play. Consequently, the decision to develop for Jaguar was an easy one."

V-Reel will develop and market Arena Football exclusively for Jaguar. This represents the first license of the Arena Football League for home video game systems. V-Reel also plans to develop Horrorscope, a Jaguar fighting game based on the 12 characters of the Zodiac.

(more)

Atari Signs Total of 86   4-4-4-4

Atari Jaguar is the world's first 64-bit interactive multimedia home entertainment system and is the only video game system manufactured in the United States. Jaguar was recently named the industry's "Best New Game System" (*VideoGames Magazine*), "Best New Hardware System" (*Game Informer*) and "1993 Technical Achievement of the Year" (*DieHard GameFan*). Atari expects to deliver its Jaguar CD-peripheral mid-year at a suggested retail price of $200.

Atari Corporation, based in Sunnyvale, Calif., manufactures and markets 64-bit interactive multimedia entertainment systems, video games and personal computers for the home, office and educational marketplaces.

— 30 —

All trademarks are the property of their respective owners.

For Immediate Release

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Cunningham Communication, Inc.

Atari Ships Tempest 2000 for Jaguar
New Jaguar Game Garners Top Industry Awards; Flies Off Retail Shelves

SUNNYVALE, Calif. — April 12, 1994 — Today Atari Corporation (ASE:ATC) announced it is shipping Tempest 2000 for Jaguar, its award-winning 64-bit game system. Tempest 2000 was recently awarded "CES Game of Show" (*Electronic Games Magazine*), "Game of the Month/March" (*DieHard GameFan*) and "Game of the Month/March" and "Editor's Choice Gold Award" (*Electronic Gaming Monthly*).

The original Tempest is one of the most popular video games in arcade history. With Tempest 2000, players get four games on one game cartridge: the original Tempest, Tempest Plus, Tempest 2000 and Tempest Duel.

"Tempest 2000 is the hottest selling title on Jaguar today," said Peter Roithmayr, senior buyer at Electronics Boutique. "We sold over 60 percent of our Tempest 2000 stock within four days; most sold in the first two days of shelf life. Tempest 2000 is in very high demand because the popularity of the Jaguar has far exceeded the gaming industry's expectations."

"Tempest, by itself, is worth the price of the Jag — Tempest 2000 for Jaguar is further proof that the next level of gaming has arrived," said Dave Halverson, *DieHard Game Fan*."

Tempest 2000 players venture through 100 uncharted galaxies filled with "Demon Heads," a very aggressive and deadly enemy, and "Warp Bonus Tokens," which count toward bonus levels and a free instant "SuperZapper," a player's defense which can destroy everything on the screen.

(more)

Atari Delivers Tempest 2000 for Jaguar   2-2-2-2

"We are pleased to offer Jaguar players Tempest 2000, which has already captured the attention and praise of the industry's leading game publications," said Sam Tramiel, president of Atari Corporation. "Tempest 2000 has hit the ground running — Jaguar's 64-bit technology has allowed us to make one of the industry's most exciting, challenging games even more outstanding."

Tempest 2000 features two-player cooperative play and more than 30 minutes of pure CD-quality techno-rave soundtrack. In addition:

- Powerful 3D polygons provide realistic parallax star fields
- Particle displays deliver realistic explosions
- Melt-O-Vision™ graphics provide stunning graphic effects
- Cycle shading gives players accurate depth perception

Atari Tempest 2000 is immediately available through all Atari-authorized retailers for $59.99.

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— 30 —

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For Immediate Release

Are they creating software that is exclusive to Reel-Magic?

1 Card.

CD-Rom

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Atari and Sigma Designs Partner to Deliver
Jaguar for the PC

Kasumi Ninja
Flashback
Brutal Sports Football

SAN JOSE, Calif. — May 3, 1994 —Atari Corporation (ASE:ATC) today announced that
it has exclusively licensed Jaguar technology to Sigma Designs (NASDAQ:SIGM) to
deliver PC cards incorporating the award-winning Jaguar 64-bit technology with Sigma's
Reel-Magic™ full motion video capabilities. This deal will expand Jaguar's market reach
by allowing more than 10 million users to play Jaguar software titles on their IBM-
compatible personal computers by year's end.

"Atari will once again jump ahead of the market by bringing the world's most advanced
game technology to a new group of consumers in record time," said Sam Tramiel,
president of Atari. "Knowing there would be great demand for Jaguar on personal
computers — we designed the system to talk easily to the leading computer architectures.
This has allowed us to move quickly to partner with Sigma Designs to make this happen
before Christmas."

Wolfenstein
Doom
AVP
Club Drive

"We are pleased to join Atari in its mission to expand the industry standards for video game
play," said Julien Nguyen, vice president of engineering and chief technical officer of
Sigma Designs. "Jaguar's 64-bit technology will be extremely attractive to the MPC
customer base of more than 10 million users. By combining Sigma's Moving Picture

(more)

Atari and Sigma Designs Partner 2–2–2–2

Experts Group (MPEG) technology with Atari's 3D animation, we look forward to bringing the hottest video game technology and software titles to the desktops of users worldwide."

Sigma Designs, headquartered in Fremont, Calif., is a leading manufacturer of high-performance multimedia computer products and document imaging display solutions. With the release of its ReelMagic MPEG controller in October 1993, Sigma Designs redefined affordable video playback for the PC. ReelMagic allows users to experience a new generation of realistic entertainment, education, training, and business presentation software titles with full-screen, full-motion video and CD-quality sound. All Sigma Designs products are sold worldwide through a network of dealers, distributors and system integrators.

Atari Jaguar is the world's first 64-bit interactive multimedia home entertainment system and is the only video game system manufactured in the United States. Jaguar, the most powerful multimedia system available, was recently named the industry's "Best New Game System" (*Video Games Magazine*), "Best New Hardware System" (*Game Informer*) and "1993 Technical Achievement of the Year" (*DieHard GameFan*). Jaguar also recently was given the European Computer Trade Show Award for "Best Hardware of the Year."

Atari Corporation, based in Sunnyvale, Calif., manufactures and markets 64-bit interactive multimedia entertainment systems, video games and personal computers for the home, office and educational marketplaces.

— 30 —

All trademarks are the property of their respective owners.

elite ®

ELITE SIGNS ON AS ATARI JAGUAR LICENSEE

(San Jose, CA) -- May 10, 1994 -- Elite of America, Inc., a prominent UK-based developer of Nintendo, Sega, PC and CD-ROM software entertainment, today announced that they have signed an agreement to begin developing products for Atari's new 64-bit Jaguar system.

Currently, Elite has been working on a world rally racing simulation, called ***PowerSlide***™, for SNES "SFX", PC CD-ROM, 3DO, Sony PS-X, and other cartridge and CD-based platforms. ***PowerSlide***™ utilizes Elite's unique, proprietary technology known as "Virtual Modeling®" which will be able to take full advantage of the graphics and processing capabilities of the Jaguar system.

"We are pleased that Elite, one of the industry's most innovative software companies, has joined the Jaguar team," said Sam Tramiel, President of Atari, "Jaguar is the world's most powerful multimedia video game system. Consequently, this platform offers leading developers and publishers unprecedented, creative and commercial opportunities."

Elite's Director of Marketing, Linda Huffman acknowledged, "We are very excited about being a part of the Jaguar team. As a licensee, we can help Atari stretch the limits of our current technology and drive the future of software entertainment."

Atari Jaguar is the world's first 64-bit interactive multimedia home entertainment system and is the only video game systems manufactured in the United States. Jaguar, the most powerful multimedia system available was recently named the industry's "Best New Game System" (*Video Games Magazine*), "Best New Hardware System" (*Game Informer*) and "1993 Technical Achievement of the Year" (*DieHard GameFan*). Jaguar also recently was given the European Computer Trade Show Award for "Best Hardware of the Year."

Atari Corporation, based in Sunnyvale, Calif., manufactures and markets 64-bit interactive multimedia entertainment systems, video games and personal computers for the home, office and educational marketplaces.

Elite of America, Inc., is a leading developer of creative, cutting-edge software entertainment for all Nintendo, Sega, PC and CD-ROM platforms. The company is located in San Jose, California.

#-#-#-#-#

For more information, contact:
Bill Rehbock, Atari Corporation (408)745-2000

FOR IMMEDIATE RELEASE

JAGUAR™ CD-ROM UNDER $200
Atari® reveals CD-ROM and outstanding CD software

CHICAGO, Il. -- June 24, 1994 -- Consumer Electronics Show -- Atari Corporation (ASE:ATC) announced today plans to ship the anticipated CD-ROM to stores in ample time for Christmas shopping. The CD-ROM is a hardware peripheral compatible with any Jaguar 64-bit system and will sell for $199.95 (MSRP). It enables the Jaguar to play a new generation of impeccable CD-based video games and play audio compact discs. ROM-based software in the CD-ROM allows the user to easily manipulate audio tracks and numerous custom selections when playing audio compact discs. The module includes state-of-the-art technology to play the audio and video portions of CD+G encoded discs. It also provides its own cartridge port so some applications may use the cartridge and CD at the same time.

Mr. Richard Miller, Vice President of Engineering for Atari Corporation, observed, "Compact Discs offer well over 700 Megabytes of raw data storage and many times that number when the data is compressed. The massive storage capacity of a CD provides enough data space to incorporate complex digitized images, full motion video sequences and CD-quality audio soundtracks into games. These things are far from being fully utilized on home platforms and the Jaguar is the perfect system to do just that."

Such complex images, sound and color are integrated parts of the numerous CD software projects currently underway. Blue Lightning™, scheduled for Christmas

JAGUAR™ CD-ROM UNDER $200

CHICAGO, Il. -- June 24, 1994 -- Consumer Electronics Show -- Atari Corporation (ASE:ATC) announced today plans to ship CD-ROM to stores in ample time for Christmas shopping. The CD-ROM is a hardware peripheral compatible with any Jaguar 64-bit system and will sell for $199.95 (MSRP). It enables the Jaguar to play a new generation of impeccable CD-based video games and play audio compact discs. The module includes CD+G technology and it provides its own cartridge port for applications that may use both cartridge and CD at the same time.

Look for the CD titles; Blue Lightning™, Battlemorph™, Jack Nicklaus Cyber Golf™, Highlander™, Creature Shock™, Demolition Man™ and more that will begin shipping fourth quarter 1994.

Atari's new CD-ROM includes the Virtual Light Machine™ (VLM). VLM literally *looks* at audio compact discs as they are played and spontanteously produces a spectrum analysis of every incoming sound. The result is a stunning light show. An optional MPEG video cartridge will allow access to MPEG full motion video.

"We have packed the CD-ROM full of technologies that our developers can grow into while keeping the platform affordable for the consumer," affirms Mr. Sam Tramiel, President and CEO of Atari Corporation. "It was important to remain faithful to our '*Made In America*' foundation too. The CD-ROM will be manufactured in the United States by Philips.

"Based on feedback we have had so far, consumers want to support an advanced gaming company that makes what it sells at home, " concludes Mr. Tramiel. "We're going to give them what they want."

# # # #

JↃATARI® JAGUAR™

ATARI

FOR IMMEDIATE RELEASE

TEMPEST 2000™ SOUNDTRACK AVAILABLE ON CD
Atari(R) Announces Audio Compact Disc of Cartridge Soundtrack

CHICAGO, Il. -- June 24, 1994 -- Consumer Electronics Show -- Atari Corporation
(ASE:ATC) announced today that the popular soundtrack of Tempest 2000 has been
remastered for a new special edition audio compact disc to be made available in the
third quarter of 1993.

"A lot of people ask if Atari would ever consider releasing the incredible soundtrack
from Tempest 2000," states Mr. James Grunke, Director of Music and Audio for Atari
Corporation. "The music has wide appeal to the large dance and rave audiences who
love the techno style of the Tempest 2000 music."

Although some of the specifications are being retained for the formal release in a few
months, Tempest 2000 Soundtrack will include new versions of the music used in the
actual game cartridge PLUS bonus tracks of previously unreleased material. Tempest
2000 is Atari's blockbuster 64-bit video game title compatible with the Atari Jaguar
game system.

Tempest 2000 Soundtrack will be available through Atari retailers, select music stores,
or directly from Atari's own Customer Service Department. For more information,
contact Atari by writing: *Tempest 2000 Soundtrack, Atari Corporation, P.O. Box 61657,
Sunnyvale, CA 94089-1657*. Tempest 2000 Soundtrack will be priced under $15.

The Atari Jaguar is the world's first 64-bit interactive multimedia home entertainment
system. The Jaguar and compatible game titles have been awarded multiple awards for
technical achievement, design and innovation.

# # # #

ATARI JAGUAR

FOR IMMEDIATE RELEASE

JAG-WARE™ DEBUTS FOR JAGUAR™ AFICIONADOS
Norscot Group, Inc. releases Atari® Jaguar™ specialty catalog.

CHICAGO, Il. -- June 24, 1994 -- Consumer Electronics Show -- Atari
Corporation (ASE:ATC) announced today a new full-line gift catalog especially
for Atari Jaguar gamers. The catalog, shown publicly for the first time at the
Consumer Electronics Show (CES) in Chicago, features nearly 20 popular
consumer items fashionably adorned with the licensed Jaguar logo. The Atari
Jaguar is the world's first 64-bit interactive multimedia home entertainment
system and is the only system of its kind manufactured in the United States. The
Jaguar has been awarded multiple awards for technical achievement, design
and innovation.

Effective July 1, 1994, consumers throughout the world may order products
exclusive to the new Jag-Ware collection. Items range in price as low as $2.95,
but no item is more than $100 and include watches, T-Shirts, waist packs, caps
and more.

"We have been bombarded by Jaguar users asking for items they can wear or
give as gifts with the Jaguar logo on it," explains Mr. Greg LaBrec, Director of
Creative Services for Atari Corporation. "The traditional and new Atari consumer
has fallen in love with the Jaguar and wants to show everyone that they've
already moved up to the world of 64-bit entertainment technology."

Offering apparel and gift items is new for Atari and is a reflection of the growing

popularity of the Jaguar system and Atari's commitment behind it. The items selected in the 8-page, full-color catalog have been carefully chosen by Atari with the advice of Norscot Group, Inc.; suppliers of Corporate namesake specialty catalogs for nearly a quarter century. Each item was chosen on merits of popularity, durability and practical application. All items are protected by a 100% satisfaction guarantee and typically shipped within 48 hours as long as they are in stock.

The Jag-Ware catalog will be mailed to existing Jaguar owners registered with Atari Corporation within the next 120 days. Those wishing to obtain a copy sooner may request one by mail by writing: "JAG-WARE Catalog", Atari Corporation, P.O. Box 61657, Sunnyvale, CA 94089-1657. Catalogs will also be supplied with new Jaguar systems. Additionally, modem users will find text based copies of the catalog distributed in publications such as <u>Atari Explorer Online</u> and <u>Silicon Times Report</u>.

Those wishing to place orders may call 1(800) 653-3313 toll free. International orders accepted by calling (414) 241-3313. Faxed orders accepted by dialing (414) 241-4904. Orders may be mailed to: Norscot Group, Inc., 10510 North Port Washington Road, Mequon, WI 53092. Money Orders, MasterCard, Visa and American Express accepted. Dealers and Distributors should place their fall orders now.

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FOR IMMEDIATE RELEASE

GAMERS PLAY JAGUAR™ ON THE TELEPHONE
New System Supports Simultaneous Voice & Data Communications

CHICAGO, Il. -- June 24, 1994 -- Consumer Electronics Show -- Atari Corporation (ASE:ATC) announced today that playing Jaguar games with opponents over a single telephone line will be a reality in the 4th quarter of 1994. New technology, developed by Phylon Communications, Inc.; makers of advanced fax/modem/voice technology, permits two users to play Atari Jaguar video games against each other. Utilizing the same phone line, they may speak to each other as they play. The game experience is truely shared by the two gamers although they may be miles apart from each other.

The Jaguar Voice/Data Modem communicates using headsets for the players to hear each other speak as well as the stereo benefits of the game being played. A special feature of the Voice/Data Modem prohibits call waiting from breaking the phone line. When a call waiting signal is detected, the Voice/Data Modem pauses game play between the two players until the new call is completed. "We provided options that will let users appreciate this product without being a nuisance to the players and others in the home," adds Dr. Hamdi El-Sassi, President and CEO of Phylon.

The first games planned to exploit the features of the Jaguar Voice/Data Modem are Doom™, Club Drive™ and Iron Soldier™.

"Reports I have been receiving from Jaguar owners is that they are ready for this technology. We have it and we are going to offer it this Christmas," announced Mr. Sam Tramiel, President and CEO of Atari Corporation. "By reviewing each game we

have in development, we have been able to make certain each one integrates every bit of power we can put into it."

The Jaguar Voice/Data Modem is compatible with Atari Jaguar; the world's first and only 64-bit interactive multimedia home entertainment system. The Atari Jaguar and compatible software titles have been awarded multiple awards for technical achievement, design and innovation worldwide. The Jaguar Voice/Data Modem is packed complete with stereo headset and is engineered for user friendly, plug 'n' go operation. Future software options will enable the Jaguar Voice/Data Modem to access existing and upcoming online services on the *Information SuperHighway*.

# # # #

ЛATARI JAGUAR

Jaguar is a trademark of Atari Corporation. Atari is a registered trademark of Atari Corporation. Other products named may be trademarks or registered trademarks of their owning companies.
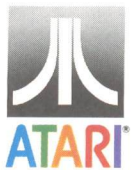
<u>FOR IMMEDIATE RELEASE</u>

JAGUAR™ MANIA INSPIRES NETWORK GAMING
Atari® Announces Networking Games Available 3rd Quarter '94

CHICAGO, Il. -- June 24, 1994 -- Consumer Electronics Show -- Atari Corporation (ASE:ATC) announced today that Jaguar owners will be connecting their systems together and playing networked games within the next 4 months. The *network* technology on the Jaguar can support up to 32 simultaneous game players depending on the software. Networking and Atari's new Voice/Modem for the Jaguar are two innovative ways Jaguar owners can play complex games against each other with multiple systems by Christmas '94.

"We are extremely excited about all of this," said Mr. Richard Miller, Vice President of Engineering for Atari Corporation. "Now 64-bit gaming can be an exciting multi-player experience as well as an individual pleasure."

The Jaguar networking package enables network compatible Jaguar games to be played on different systems up to 300 feet apart from each other. The system uses standard RJ11 phone line cable and implements reliable *differential-pair* technology. The first network game published by Atari will be <u>Doom</u>™. Many other titles will be announced soon thereafter.

The Atari Jaguar is the world's first and only 64-bit interactive multimedia home entertainment system. The Atari Jaguar and compatible software titles have been awarded multiple awards for technical achievement, design and innovation worldwide.

# # # #

ЛATARI® JAGUAR

For more information, contact:
Bill Rehbock, Atari Corporation (408)745-2000

<u>FOR IMMEDIATE RELEASE</u>

ATARI(R) CELEBRATES 150+ JAGUAR™ LICENSEES
Expanded List Includes Prominent New Names

CHICAGO, Il. -- June 24, 1994 -- Consumer Electronics Show -- Atari Corporation (ASE:ATC) announced today that the number of signed licensed developers for the Atari Jaguar has surpassed 150. According to Mr. William Rehbock, Vice President of Third Party Development for Atari Corporation, "Each signature represents another developer that is serious about the desire to develop Jaguar compatible peripherals or software. Although a few may be focused on highly specialized applications, the majority are in the business of dazzling video game players.

"The newest list," adds Mr. Rehbock, "includes names such as <u>20th Century Fox Interactive</u>, <u>JVC Musical Industries, Inc.</u>, <u>Time-Warner Interactive</u> and <u>Electro Brain Corp.</u> These are exciting names to have shown support in the way that they have. We welcome them and look forward to accommodating their needs as they intensify their Jaguar development interests with us."

Names found among the recently inked pages include:

20th Centrury Fox Interactive	Acid Software
Alfaro Corporation Limited	B.S.A.
Bando Svenska AB	Beris
BitMotion Software	Bizzare Computing
Brandlewood Computers Ltd.	Cannonball Software
Celebrity Systems Inc.	Condor Software

Cross Products Ltd.	DAP Developments
Data Design	Denton Designs Ltd.
Diskimage	Electro Brain Corp.
Electrom	Extreme
Factor 5	Flair Software Ltd.
Frankenstein Software	Funcom Productions a/s
Human Soft Ltd.	i-SPACE
iTHINK Inc.	JVC Musical Industries Inc.
Kungariket Multimedia	Lost in Time Software
Malibu Interactive	Media Technology Scandinavia
Merit Industries Inc.	Michton Inc.
Miracle Designs	Nebulous Games
Neon-Buttner	Network 23 Software
NMS Software Ltd.	Odyssey Software Inc.
Orion Technologies Inc.	Phoyx
Rage Software Ltd.	Rainmaker Software Inc.
Riedel Software Prod.	Scangames Interactive
Selgus Limited	Shadowsoft Inc.
Sigma Designs	Silmarils
Sinister Development	Soft Enterprises
Softgold Gmbh	Software 2000
Software Development Systems	Spaceball Technologies Inc.
Steinberg Soft-und Hardware Gmbh	Tantalus Entertainment
Tantalus Incorporated	Twilight
Time-Warner Interactive	Visual Sciences Ltd.
Wave Quest Inc.	

"Once again," observes Mr. Sam Tramiel, President and CEO of Atari Corporation, "as I check with our developer support people I find that they are assembling more batches of Jaguar development packages. It is an extremely promising sight because these systems represent a lot more consumer products in the months ahead. All of these people are working hard and they sure are busy...

"...as they should be," adds a smiling Mr. Tramiel.

The Atari Jaguar is the world's first 64-bit interactive multimedia home entertainment system. The Atari Jaguar and compatible software titles have been awarded multiple awards for technical achievement, design and innovation.

# # # #

ЛATARI JAGUAR

For more information, contact:
Greg LaBrec, Atari Corporation (408)745-2000

ATARI

<u>FOR IMMEDIATE RELEASE</u>

JAGUAR™ HITS ROAD WITH E.G.M. SuperTour '94!
Atari® Wows Serious Gamers With 64-Bit Energy!

CHICAGO, Il. -- June 24, 1994 -- Consumer Electronics Show -- Atari Corporation (ASE:ATC) announced today that it has *hit the road* with a summer long exhibition of the Atari Jaguar in many popular shopping malls across America. The SuperTour '94 is the second annual tour co-sponsored by <u>Electronic Gaming Monthly</u> (E.G.M.); an excellent source of information covering the explosive world of video games. The show tour is also sponsored by <u>Hero Illustrated</u>; the number one name in comic guides.

SuperTour '94 offers an opportunity for merchants and enthusastic game players to see, feel and hear the newest innovations in gaming entertainment including the Atari Jaguar; the world's first and only 64-bit interactive multimedia home entertainment system. The Jaguar and compatible game titles have been awarded multiple awards for technical achievement, design and innovation worldwide.

"We want gamers to compare our system with others," states Mr. Sam Tramiel, President and CEO of Atari Corporation. "The E.G.M. SuperTour encourages those comparisons with side-by-side competitions and demonstrations. Comparisons always sell more machines for Atari."

The E.G.M. SuperTour '94 is scheduled through September in shopping malls from Charlotte and Orlando to Los Angeles and Seattle; with cities like Chicago and Denver along the way. The show attracts gamers and comic collectors with a wide variety of contests, games and prizes including a full-size professional pinball machine.

"We are getting flooded with calls," notes Mr. Donald Thomas, Director of Customer Service for Atari Corporation. "Gamers want us to know that they saw the Jaguar at some of the preseason shows and their nearest store sold out already. They want to know where to find more."

The SuperTour '94 show schedule may be found in the most current issue of <u>Electronic Gaming Monthly</u>. The announced tour stops include the following cities:

June 24 - 26	Lincolnwood Town Center	Lincolnwood, IL
July 1 - 3	Rosemont Convention Center	Chicago, IL
July 8 - 10	Northlake	Atlanta, GA
July 15 - 17	Atlanta Hilton and Towers	Atlanta, GA
July 22 - 24	Aurora Mall	Denver, CO
July 29 - 31	Plaza Bonita	San Diego, CA
August 3 - 7	San Diego Convention Center	San Diego, CA
August 12 - 14	Del Amo Fashion	Los Angeles, CA
August 19 - 21	Glendale Galleria	Los Angeles, CA
August 26 - 28	Vallco Fashion Center	Cupertino, CA
September 2 - 4	Eastridge	San Jose, CA
September 9 - 11	Southcenter	Seattle, WA

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ЛATARI JAGUAR

Greetings one and all from Beyond Games, Inc.! Having returned from the CES Monday and finally catching up on lost sleep, the Ultra Vortex FAQ is on-line. For those of you out there who have not heard of UV (or Beyond Games), I'll fill you in with a little background on who we are. Those of you how already know, feel free to skip ahead ;)

Beyond Games, Inc. is a software developer out of Salt Lake City, who has been on the vid-game scene for about two years. Our first title release was the award winning game 'BattleWheels' for the Lynx: A six player auto-combat game in full 3-D. The Ultra Vortex will be our first Jaguar title, and will be available in stores early 4th quarter of this year.

Before I get into more detail on the game, let me first say that the Press/Buyer response at the SCES regarding UV was great! Everyone was impressed with the characters, backgrounds, and music (more in a bit). One editor for a nationally available video game magazine was quoted as saying "This blows the shit out of Way of the Warrior" [His words, not mine]. With the game being only 3 months along, I take this as a very good indicator of how the final product will be received.

Anyway, on with the FAQ!

#####The Story...

The history of mankind has been fraught with warrior races such as the Aztecs, Mongols, and ancient Romans (just to name a few). Since the dawn of time, societies have evolved these classes that were supposed to build and maintain their empires for 1000's of years. For reasons not known until now, all were found wanting, and have faded into obscurity. It is now the year 2152. The Time of the Testing is once again upon the societies of Earth, through the will of an entity known only as the Guardian of the Vortex. This Guardian has been lording its Vortex-given powers over the human races since the dawn of mankind. The Guardian has issued its final verdict: "This time, should any of Earth's finest warriors fail to defeat me, not only will I crush your society, but your planet as well!" The final Test is at hand.

#####The Characters...

The Warriors of the Underground have evolved into three major gangs. The MeatHackers: Those of human decent with unaltered DNA, the PowerShifters: Eugeneticly designed 'mutants' who can alter their cellular structures in some form, and The Society of Machines, Androids, and Cyborgs (S.M.A.C.): A collection of 'robots' who have gained the abilities of AI and 'self-determination'. These are the combatants, and the Testing will determine which Warrior earns the right to challenge the Guardian.

---MeatHackers

Lucius: A Mod-Primitive who has learned how to harness the power of the Vortex in the form of blue plasma energy. His 'special' abilities run from throwing lightning bolts, to hypnotizing opponents, and being able to project his image to that of an eagle.

DreadLoc: A Rude-Boy who has developed a deadly form of modified staff fighting. No magic, no technology, just pure technique that will take your breath (and your head) away.

Visigothic: From the mean-streets. His flowing, Kempo-based style of street fighting revolves around his use of retractable spikes and blades located at key points of his body. He's your basic brawler who hits hard and fast.

---PowerShifters

Volcana: The most human of this gang, she is able to manipulate fire in it's various forms. From a ball of fire thrown at an opponent, to turning her body into a spinning ball of flame when in a jumping attack, Volcana has mastered the art of playing with fire.

Grunge: Looking like a ball of slime that has crawled from the sewer, he is able to shift his acidic 'body' into forms that can envelop, dissolve, or simply swallow other warriors. To touch his skin is to touch chemicals that can dissolve organic material.

Grok: A pile of bricks has nothing on this guy when it comes to soaking up damage. With a body comprised of individual rock-like pieces, his ability to manipulate these parts makes him a hard character to damage or avoid.

---S.M.A.C.

BuzzSaw: Mass produced as a 'lumber-bot' for the logging industry, BuzzSaw's humanoid body is festooned with sawblades of various size and proportions designed to cut down the largest tree. These blades, its been found, work just as well on opponents.

SkulKrushr: Designed as an all-purpose constructions bot, his oversized hands made for crushing rock and concrete, coupled with a cutting torch eye-lazer, make for a versatile and dangerous opponent.

Please be advised that this is a partial list of characters. I could go through right now and list each move of every character (I will at a later date) but to avoid sounding redundant, suffice to say that each character will have access to projectiles, teleports, grabs, grapples, throws, jumps, punches, kicks, head-dives, morphs, ect. in some form or another and that to list these moves singularly will make it look like game has 100's more options than what actually exist. [No used car salesmen here!]

The characters themselves are all digitized. Most are human actors, but Grunge is clay-mation and SkulKrushr is a stop-animation model. Some people at the CES could not believe that BuzzSaw was a human in costume, but indeed he is. Trust me, I know... ;)

#####Backgrounds

The backgrounds must really be seen to be described. All of the images in Ultra Vortex are photo-realistic objects, textures, ect., 'warped' to fit the visions of our artists. All of the backgrounds are animated, some with objects that are 1/4 to 1/3 the full size of the screen. Interactive....1000's of colors....you'll just have to see them to believe them. It's been said (by some who saw the game at the

CES), that UV has the most mind-bending photo-realistic backgrounds of any fighting game out there.

Music/Voices

The music comes from several local composer/performers and can loosely be described as Industrial-Techno-Hardcore Rap-Grunge. There's a song for each screen/character (so...uhhh, 10 + songs) and each uses 6 tracks at a time with real sampled instruments that rival any CD-based recording, pushing the DSP chip to the max! The sampled voice of the Guardian is unlike anything you've ever heard before (Imagine Tim Curry in the film 'Legend', make his voice twice as evil, and you have an idea of what it sounds like). From his comments, to his laugh when you screw-up a move, the Guardian will have your hair standing on end.

The Game

The game itself falls under the 'two player fighting' genera, but will have (has) both unique and 'previously used' features never before combined into one package. Imagine the unique styles and character moves/animation's of SF II, merged with the look and speed of MK and you begin to describe what UV looks and plays like. The multi-scrolling action of the backgrounds is very fluid, and the smoothness of the player animation's (i.e. their moves) rivals that of the arcade version of Mortal Kombat II.

Each of the 10 characters and 2 bosses are unique in style and concept. Each has their own look (no color cycling here) characteristics, and method of playability. Each has an array of special moves, attacks/defenses, and several gut-busting, head-chopping fatalities. (Yes there will be fatalities and a 'lock-out' code so parents can 'protect' their children)

At some point in time GIF's will be made available to one and all, IF I can find a place to upload them to. (Anyone with a FTP site, feel free to contact me!) Look for screenshots/previews in just about every major video game magazine in the next few weeks and, as always, feel free to send questions/comments/whatevers to :

[insert .sig here]

IRON SOLDIER BRIEF

Iron Soldier will be a 2 Megabyte Jaguar Cartridge, which should be available to consumers before Christmas of 1994. The game is a true 3D environment, so the player can go where they want when they want. Each level will have numerous buildings to hide behind or destroy, and plenty of enemies (including enemy "mechs") that must be fought. There is some texture mapping in the game (the tanks and helicopters), but much of the graphics are 3-D polygons or scaled bitmaps. There will be many weapons in the game, awarded upon the completion of certain missions. The CES version of Iron Soldier is only about halfway done. The official term for the mechs in this game is "Iron Soldiers", or I.S. for short. The player plays the role of a resistance fighter using a captured I.S. to wage war on a military corporation. (see attached page for details).   Please call or fax me if you have additional questions regarding Iron Soldier.

Sean Patten
Associate Producer, Video Games, Atari Corp.
Phone- (408) 745-8887
Fax- (408) 745-8861

IRON SOLDIER

A 3-D ACTION GAME OF MECHS AND PROPERTY DAMAGE
GAME SPEC WRITTEN AND DEVELOPED BY SEAN PATTEN

BRIEF GAME DESCRIPTION:

Players control 14 meter tall humanoid vehicles (Mechs) which are armed both with ranged and melee weapons (including stomps and punches). The play field is a 3-D city, with simple destroyable buildings that have low resolution texture-mapping on them. The player gets a cockpit view from the "head" of their mech, and can see the world around them. Mechs can be attacked by enemy tanks, fixed gun turrets, land mines, enemy attack helicopters, and enemy mechs. The game will be broken into 16 missions, where certain goals must be met to complete the mission, such as destroying a critical building or getting past enemy defences.

STORYLINE

The game is set in the far future. Worldwide industrialization has covered much of the earth's surface with rusting, sprawling cities. As small conflicts became increasingly common, a need arises for a new type of weapon that can negotiate industrial terrain and be cheaply manufactured. Using simple technology, a staff of engineers in Europe develop the Iron Soldier. The Iron Soldier can carry a wide variety of powerful weapons, negotiate rough, urban terrain, and engage in close combat within the confines of dense industrial complexes.

Inner City decay has spread. Most of the world's prosperity is controlled by the massive worldwide corporation known as Iron Fist Enterprises, who manufacture the Iron Soldier mechs. Iron Fist does little to help the teeming masses living in the slums. The unemployed were easy to control until corporations started laying off valuable technicians and military personnel. The dissatisfied have banded together, and have managed to capture several Iron Soldier mechs in daring raids. A revolution is about to start, and the Iron Soldier will become the means for change...

IRON SOLDIER ™

ATARI®
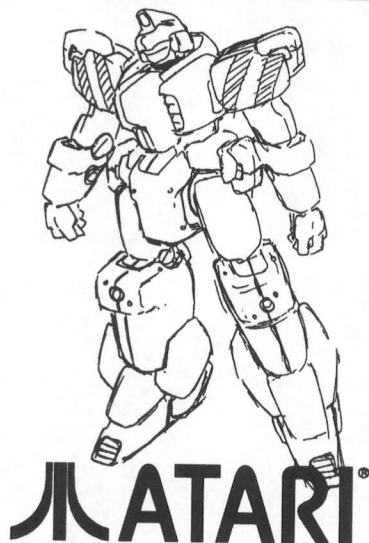
Look DOWN on your enemy

When you're in control of a weapon that's over forty feet tall, it's hard to decide what to destroy first. Use giant, hand-held assault rifles, oil-drum size hand grenades, rapid firing rockets, and even your own two feet to crush, explode, and shred the enemy. Urban Mech combat as you have never seen it before!

Mega-companies have covered most of the earth's surface with overcrowded, filthy cities. Iron Fist Corporation controls most of the popular work force, using their military might to keep the public in line. You have joined a resistance group that has succeeded in stealing one of Iron Fist's newest weapons-- the Iron Soldier mech, a walking, armored ground weapon designed for urban warfare. Can you and your mech stop the Iron Fist tyrannical army from crushing the will of mankind?

GAME CONTROLS

A • Stop Walking
B • Fire Weapon
C • Look Down

A + JOYPAD UP
Walk Forward

A + JOYPAD DOWN
Walk Backward

OPTION • Select Weapon

JOYPAD UP & DOWN
Look up and down

JOYPAD LEFT & RIGHT
Look left and right

 # and * • Resets game

JAGUAR VERSION OF WOLFENSTEIN 3D RESTORES ORIGINAL PLOT, UNLEASHES THE POWER OF 64-BIT TECHNOLOGY

The 64-bit technology of the U.S.-made Jaguar flexes its muscle once again

SUNNYVALE, Calif. (August 1, 1994) -- *Wolfenstein 3D*, a contemporary cult favorite on the PC platform, now is available on the industry's most advanced video game system, the award-winning Atari Jaguar. "Fans of *Wolfenstein 3D* were disappointed with the Super Nintendo version of the game," explained Jay Wilbur of ID Software, the company that created *Wolfenstein 3D*. "In both the original *Wolfenstein 3D* and the 64-bit Jaguar version, the player assumes the role of William J. 'B.J.' Blazkowicz as he blasts away the Nazi enemy," he added. "But Nintendo insisted on watering down the game and turned it into a generic shoot 'em up romp against generic bad guys."

"*Wolfenstein 3D* continues to be a favorite of PC owners," stressed Atari Corporation President Sam Tramiel. "We wanted to be faithful to the original plot while exploiting the Jaguar's 64-bit technology to take the game to a higher level."

With the Jaguar system's cutting-edge graphics and resolution, game players experience "you are there" perspectives. They have unlimited character movement in a virtual war zone and can call upon a complete arsenal of weapons, including flamethrowers, machine guns and rocket launchers. Players can conduct six missions with 30 levels of bullet-riddled mayhem -- a guaranteed challenge for even the most seasoned player.

<div align="center">

-more-

</div>

"The smooth and fast graphics of *Wolfenstein 3D* for the Jaguar system are the best I've seen," said Zach Meston, author of the upcoming book, *Atari Jaguar Official Games Secrets*, and a contributing editor to <u>Video Games Magazine</u> and <u>Wired</u>. "Unlike versions for other systems, Jaguar's *Wolfenstein 3D* has realistic bullets, realistic blood, digitized sound and real 3D action."

Wolfenstein 3D retails for $59.99 and is available at Electronic Boutique, Babbages and other electronics and toy stores nationwide.

Since its release, the Atari Jaguar 64-bit game system has been named the industry's "Best New Game System" (<u>VideoGames Magazine</u>), "Best New Hardware System" (<u>Game Informer</u>) and "1993 Technical Achievement of the Year" (<u>DieHard GameFan</u>). The Jaguar is the only video game system manufactured in the United States.

More than 150 developers are currently preparing titles for the Atari Jaguar. *Wolfenstein 3D* is one of approximately 30-50 games scheduled to be released in time for the holiday buying season. Some of the Jaguar titles expected before year's end include *Alien Vs. Predator, Doom, Kasumi Ninja, Iron Soldier,* and *Troy Aikman Football.*

Atari Corporation, based in Sunnyvale, Calif., designs and markets 64-bit interactive multimedia entertainment systems and video games.

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Atari
(408) 745-8852

Joe Harabin,
Sandwich Islands Publishing
(808) 661-5844

FANS OF JAGUAR VIDEO GAMES CAN LEARN THE LATEST TIPS AND TRICKS WITH *"ATARI JAGUAR OFFICIAL GAMES SECRETS"*

First Authorized Jaguar Book Available December 1994

SUNNYVALE, CA (August 18, 1994) — Fans of Jaguar video games -- the most technologically-advanced games on the market -- soon will be able to learn the best strategies for playing their favorite games with *Atari Jaguar Official Games Secrets*. Hawaii-based book company Sandwich Islands Publishing will produce the strategy guide, the first Jaguar book written with the full authorization and cooperation of Atari.

Written by Zach Meston (contributing editor to *Video Games*, *Computer Player*, and *Tips and Tricks Magazines*), J. Douglas Arnold, and Danny Han, *Atari Jaguar Official Games Secrets* will feature:

- Detailed strategies for the hottest Jaguar games on the market including: Tempest 2000, Aliens vs. Predator, Kasumi Ninja, Wolfenstein 3-D, Doom, Iron Soldier, Ultra Vortex, Club Drive, and many more

- Previews of upcoming Jaguar releases

- Interviews with Jaguar game programmers and a "tech specs" chapter written by Jaguar game developer Douglas Engel

- A vivid design -- with hundreds of screen shots -- which conveys the excitement of the Jaguar's 64-bit power

Atari Jaguar Official Games Secrets will be available in December 1994 at a suggested retail price of $14.95.

"Our secrets and strategies for Atari's library of superb games will make for a book that no Jaguar owner can afford to be without," said Joe Harabin, president of Sandwich Islands Publishing. Zach Meston, lead author of *Atari Jaguar Official Games Secrets*, added, "It's an incredible thrill for me to work directly with the company that helped me sharpen my hand-eye coordination and get such a great job in the first place."

Some of the tips included in *Atari Jaguar Official Games Secrets* already are available on Atari's popular Jaguar hotline (tel. 1-900-737-2827). The hotline is available 24 hours a day and costs only 95 cents per minute. (Children under 18 require parental permission.)

Atari Jaguar is the world's first 64-bit interactive multimedia home entertainment system and is the only video game system manufactured in the United States. Jaguar, the most powerful multimedia system available, was recently named the industry's "Best New Game System" (*Video Games Magazine*), "Best New Hardware Systems" (*Game Informer*) and "1993 Technical Achievement of the Year" (*Die Hard Game Fan*). Jaguar also recently was given the European Computer Trade Show Award for "Best Hardware of the Year."

Atari Corporation, based in Sunnyvale, California, manufactures and markets 64-bit interactive multimedia entertainment systems, video games and personal computers for the home, office and educational marketplaces.

Sandwich Islands Publishing is a privately held company based on the the tropical paradise of Lahaina, Maui, Hawaii. It was formed in 1984 and has been producing best-selling video game strategy guides since 1990. Sandwich Islands Publishing's books are distributed in the U.S. and overseas, including Canada, Spain, and the UK.

<div align="center">###</div>

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            (415) 433-5381   (408) 745-8852   (214) 228-069 ext.901

ATARI ABOLISHES ALL RULES -- SCORES TOUCHDOWN WITH NEW "BRUTAL SPORTS FOOTBALL"

Title Is First Of Many Third-Party Games For Award-Winning, 64-Bit Atari Jaguar

SUNNYVALE, Calif. (August 22, 1994) -- Imagine no rules on the football field as you decapitate your opponent as he runs toward the goal line. The only game you'll experience it on is *Brutal Sports Football* and the only video game system you'll play it on is Atari's award-winning Jaguar. The first of many third-party video games, *Brutal Sports Football* also is the first sports-related, fast-action game developed for the 64-bit Jaguar system.

Initially released for sale in mid August, with national availability in September, *Brutal Sports Football* represents a hybrid in video games -- coupling the sporting elements of rugby with the blood-and-guts mayhem of the most popular video games. The product is designed for action gamers and football fans who are tired of the same old set of moves and rules. The new rules are simple ... there are none. Players simply pick up the ball and run for their video game life while avoiding the head-hunting opposition.

"*Brutal Sports Football* was our chance to work with the most sophisticated video game platform on the market, the 64-bit Jaguar," said Telegames' Terry Grantham. "We've been developing software for Atari hardware since 1982 and believe this is our most innovative product yet." *Brutal Sports Football*, retailing for $69.95 at consumer electronics and toy stores nationwide, is the first of numerous games Telegames is developing for the Jaguar platform including *World Class Cricket*, *Ultimate Brain Games*, *Casino Royale*, and *Operation Starfish (James Pond 3)*.

Atari's Jaguar game system has approximately 30 software titles planned for release before the holiday season. Popular titles in the works include *Alien Vs. Predator*, *Dragon - The Bruce Lee Story*, *Doom*, *Busby*, *Troy Aikman Football*, and *Kasumi Ninja*.

"We've challenged our software designers to develop games that use the full technological capacity of the 64-bit Jaguar," said Atari Corporation President Sam Tramiel. "This means players can look forward to some incredible titles in the near future because our developers are not constrained by less-sophisticated 16-bit technology." More than 150 independent developers currently are working on Jaguar-compatible products.

Since its release in November 1993, Atari's Jaguar game system has been named the industry's "Best New Game System" (Video Games Magazine), "Best New Hardware System" (Game Informer) and "1993 Technical Achievement of the Year" (DieHard GameFan). The Jaguar is the only video game system manufactured in the United States.

Atari Corporation, based in Sunnyvale, Calif., designs and markets 64-bit interactive multimedia entertainment systems and video games.

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ATARI AND WILLIAMS ENTERTAINMENT TO CREATE
64-BIT VERSIONS OF POPULAR ARCADE GAMES

Innovative Deal Brings Hot Games To Both Jaguar Fans and PC Game Players

SUNNYVALE, CA (September 26, 1994) — Atari and Williams Entertainment have agreed to work together to bring vastly enhanced versions of Williams' popular, classic arcade games to the Atari 64-bit Jaguar system and high performance PCs.

According to the licensing agreement, Atari will exploit the Jaguar system's 64-bit power to create new versions of such Williams' hits as Joust, Defender, and Robotron. These new games will offer features such as first-person perspectives in a realistic, three-dimensional environment. Atari then will market these games for its Jaguar system, while Williams will license the new versions to market them for high performance PCs. "64-bit power will make our best games even better by creating a compelling, immersive, experience for players." said Byron Cook, president of Williams Entertainment. "We are very excited about the Atari Jaguar 64-bit platform and are happy to support it with our finest titles."

This is not the first cooperative venture between Williams and Atari. Williams and Atari have been promoting the Jaguar 64-bit system with Williams' Troy Aikman NFL Football through radio promotions in 25 top markets nationwide. Williams will make the game available in November on the Jaguar. Williams also is publishing a Jaguar version of its popular game Double Dragon Five, which also will be available in November.

Williams Entertainment Inc. is the new home video subsidiary of WMS Industries, the company that created Mortal Kombat and NBA Jam video games.

Since its release in November 93 Atari's Jaguar game system has been named the industry's Best New Game System (Video Games Magazine), Best New Hardware Systems (Game Informer) and 1993 Technical Achievement of the Year (Die Hard Game Fan). Jaguar, the world's first 64-bit video game system, retails for $249.00 and is the only video game system manufactured in the United States.

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Look for great Jaguar news, support and interaction on
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Also, ask your retailer for **Brutal Sports Football**.
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ALIEN VS. PREDATOR COMES ALIVE ON 64-BIT ATARI JAGUAR
Video Game Magazine Reviewers Raving about Jaguar's "Best Game to Date"

SUNNYVALE, Calif. (October 3, 1994) -- Move over Mortal Kombat II, on October 21 the most sought-after video game will arrive in stores across the country. The advanced first-person perspective version of *Alien Vs. Predator*, available only on the award-winning 64-bit Jaguar system by Atari, is already being considered one of the best game titles in video game history by people "in the know" -- the video game reviewers.

"*Alien Vs. Predator* is the best 3-D action game that I have ever played -- the graphics and game play are second to none," claimed Editor-in Chief Dave Halverson of Die Hard Game Fan. "If you own a Jaguar, you must own this game, and if you don't own a Jag, well, it's time to get one. More games are on the way!"

Roaring into stores on October 21 at a suggested retail price of $69.99, *Alien Vs. Predator* for the 64-bit Jaguar blows away prior versions of the game with the most realistic graphics available, amazing digitized sound effects and increased play variety. *Alien Vs. Predator* is a Twentieth Century Fox licensed property based on the films of the same names. Gamers can choose the Predator, Alien or the Colonial Marine as they battle through different theaters of combat including the Predator Ship, the Marine Training Base and the Alien Ship, enjoying hours of different types of play.

"I was overwhelmed by the cutting-edge graphics and the innovative game play of *Alien Vs. Predator* -- no question, it's the best Jaguar game to date," said Paul Anderson of Game Informer. "The sheer size of *Alien Vs. Predator* is amazing -- I've already spent 40-plus hours playing as the Marine and haven't even tried the Alien or Predator assignments. *Alien Vs. Predator* will keep the attention of even the most seasoned game players."

- *more* -

"The sophisticated technology of the Jaguar platform allows for the best in stop-motion animation, giving each character smooth, realistic movements, and digitized sound effects that provide a dynamic audio environment," said software developer Purple Hampton. "*Alien Vs. Predator* is the best demonstration to date of what 64-bit technology can provide in terms of sophisticated graphics, sound quality and game play."

Atari's Jaguar game system has approximately 30 software titles planned for release before the holiday season. Popular titles in the works include *Dragon - The Bruce Lee Story*, *Doom*, *Rayman*, *Troy Aikman Football*, and *Kasumi Ninja*.

"We believe that *Alien Vs. Predator* has true mega-hit potential," said Atari Corporation President Sam Tramiel. "This is a great example of Atari developing new games that use the full technological capacity of the 64-bit Jaguar and taking home video games above and beyond where they've been to date."

In support of this landmark game and the Jaguar system, Atari has launched an aggressive, multi-million dollar advertising campaign that includes a specific television ad for *Alien Vs. Predator*. The advertising schedule includes national cable advertising in addition to programming in 19 of the top spot markets that will deliver more than 300 million targeted media impressions.

Since its release in November 1993, Atari's Jaguar game system has been named the industry's "Best New Game System" (Video Games Magazine), "Best New Hardware System" (Game Informer) and "1993 Technical Achievement of the Year" (DieHard GameFan). The Jaguar is the only video game system manufactured in the United States.

Atari Corporation markets interactive multimedia entertainment systems, including Jaguar, the world's only 64-bit system, and the only video game system manufactured in the United States. Atari is headquartered at 1196 Borregas Avenue, Sunnyvale, California 94089.

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TOYS-R-US STOCKS UP ON JAGUAR,
THE WORLD'S FIRST 64-BIT VIDEO GAME SYSTEM;
ATARI LAUNCHES MULTI-MILLION DOLLAR MARKETING CAMPAIGN FOR JAGUAR

SUNNYVALE, Calif. (October 10, 1994) -- Toys-R-Us isn't waiting until late 1995 to offer 64-bit video game systems in its stores. The retail chain has agreed to stock the award-winning Atari Jaguar in nearly 300 Toys-R-Us stores. The Jaguar is the only 64-bit video game system in the world.

"Our competitors want consumers to wait until next Christmas to experience the power of 64-bit video games," said Sam Tramiel, president of Atari. "But why should they wait when they can walk into a store and buy the most advanced video game system now?"

The Atari Jaguar currently is sold in approximately 3,000 retail outlets across the United States with new accounts continuing to sign up as sales build toward the holiday buying season.

Atari certainly isn't waiting for game enthusiasts to discover the Jaguar. On September 12, Atari launched an aggressive, multi-million dollar advertising campaign. The campaign kicked off with a humorous new commercial in which a teacher attempts to explain 64-bit technology to a group of dim witted video game marketers who can't seem to tell her which of three numbers -- 16, 32 and 64 -- is larger. The advertising schedule includes national cable advertising in addition to programming in 19 of the top 20 markets that will deliver more than 300 million targeted media impressions.

More than 30 Jaguar game titles are scheduled for release leading up to the holiday season. Expected hits include *Alien vs. Predator, Dragon - The Bruce Lee Story, Doom, Troy Aikman Football, Iron Soldier* and *Kasumi Ninja.*

- more -

Since its release in November 1993, Atari's Jaguar game system has been named the industry's "Best New Game System" (<u>Video Games Magazine</u>), "Best New Hardware System" (<u>Game Informer</u>) and "1993 Technical Achievement of the Year" (<u>DieHard GameFan</u>). The Jaguar is the only video game system manufactured in the United States.

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          Dr. Jon Waldern, Virtuality Group plc, U.K.   44-11-62-33-7000

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ATARI JOINS FORCES WITH VIRTUALITY
TO OFFER HOME VIRTUAL REALITY GAMES BY CHRISTMAS 1995

SUNNYVALE, CA (October 25, 1994) -- Atari Corporation (AMEX:ATC), the name that created the video game industry, has joined forces with Virtuality Group plc, the leader in virtual reality technology and arcade games, to create the world's first immersive virtual reality games for the home market.

According to the just signed agreement, Virtuality will finalize development of a consumer version of its head mounted display technology (virtual reality headset) that Atari will manufacture and market for use with the Atari Jaguar 64-bit multimedia home entertainment system. Terms of the agreement call for Atari to contribute toward the development cost and pay a license to Virtuality to produce and market the product. The virtual reality headset will be available to consumers by Christmas 1995 with a targeted price of less than $200.

"The Atari Jaguar platform is the only 64-bit system currently on the market and is ideally suited for immersive, virtual reality games," said Jon Waldern, chief executive officer of Virtuality. "This deal propels both companies to the forefront in the home market for virtual reality gaming. Thanks to the Atari Jaguar, fans of our many hit arcade titles will soon be able to play their favorite virtual reality games at home."

Atari President Sam Tramiel explained that both Atari and Virtuality have worldwide reputations for offering the most advanced gaming technology and performance. "Combining Virtuality's ability to deliver low cost solutions for virtual reality technology applications with the processing power capabilities of the 64-bit Atari Jaguar will result in a very high quality virtual reality experience at a very affordable price," he said.

Tramiel added, "By Christmas 1995, Jaguar owners will already be wearing their virtual reality headsets and playing virtual reality games at home. While others in the industry play catch up trying to offer 32 and 64-bit systems, Atari is extending our technological advantage over our competitors by delivering a high-quality virtual reality experience."

Atari Corporation markets interactive multimedia entertainment systems, including Jaguar, the world's only 64-bit game system, and the only video game system manufactured in the United States.

Virtuality Group plc is the world leader in the design of high quality virtual reality technology, arcade gaming systems and software.

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ATARI RELEASES MORE JAGUAR GAME TITLES
Five New Games Available for Holiday Giving

Sunnyvale, California (December 9, 1994) -- Continuing to add momentum to its growing catalog of software, Atari Corporation today announced the release of five new games for the holiday selling season. The exciting array of coming new games includes *Kasumi Ninja*, *Zool2*, *Bubsy*, *Iron Soldier* and *Val d Isere Skiing and Snowboarding*.

"We're adding more Jaguar games every month and we'll continue to add to our library of titles throughout 1995," stated Sam Tramiel, President and CEO of Atari Corporation. "Consumers can buy the affordable Jaguar knowing that a wide variety of compelling games will be available to exploit the revolutionary technology of the only 64-bit system on the market."

With Jaguar's cutting-edge graphics, 24-bit true color and CD-quality sound, game players experience the latest in video game technology. Following is an outline of planned Atari releases for early December 1994:

Game Title	Game Category	Mfg. SRP
Kasumi Ninja	Combat	$69.99
Zool2	Action/Adventure	$59.99
Bubsy	Action/Adventure	$49.99
Iron Soldier	Action/Strategy	$59.99
Val d Isere Skiing & Snowboarding	Sports	$59.99

Over 200 third-party developers have agreed to create new titles for the Atari Jaguar and a steady stream of titles are in process for release in 1995. Other Jaguar titles expected in the first quarter include *Hover Strike*, *Space War 2000*, *Troy Aikman NFL Football*, *Rayman*, *Double Dragon V*, *Theme Park*, *Syndicate*, and *Fight for Life*.

Since its release in November 1993, Atari's Jaguar game system has been named the industry's "Best New Game System" (Video Game Magazine), "Best New Hardware System" (Game Informer) and "1993 Technical Achievement of the Year" (DieHard GameFan). The Jaguar is the only video game system manufactured in the United States.

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GAME DESCRIPTIONS OF
DECEMBER '94 JAGUAR GAME RELEASES

Bubsy -- As Bubsy the Bobcat, players battle the Woolies and their insidious plot to warp the values of the world's youth by distorting the fairy tales of the world. Defeat the Woolies in 15 levels of excitement and you'll set the folk tales and fables of the world straight.

"That loveable, talkative Bobcat who just won't shut up is coming to the Jaguar! All new graphics and sounds make this platform adventure worth playing!" (Electronic Gaming Monthly, August 1994)

Iron Soldier -- Garners control a weapon that's 42-feet tall, fire giant hand-held assault rifles, activate oil-drum size hand grenades, shoot rapid firing rockets, and even use their own two feet to crush, explode and shred the enemy. Your mission is to stop the Iron Fist tyrannical army from crushing the will of mankind.

"The 42 foot, first-person perspective has to be seen to be believed. Sure to be a hit this season." (Ken Williams, Electronic Gaming Monthly)

Kasumi Ninja -- Set on the island of Kasumi, training ground for the greatest ninja warriors, players are challenged to outwit the evil Lord Gyaku in a confrontation of the most admired ninja fighting. Players choose their own scenario and pick from eight different warriors, each with a distinct fighting style and special training. Defeat each opponent to earn the right to battle the Evil Lord Gyaku.

"In 1994, a game system can't get by without a few fighting games and Atari is taking steps to ensure that fans of the genre aren't ignored. As with most fighters, *Kasumi Ninja* offers a variety of characters and battle venues. The graphics are stunning, featuring layer after layer of 3D imagery." (GamePro, July 1994)

Val d'Isere Skiing & Snowboarding -- Cut the slopes on some of the steepest mountainsides on earth! *Val d'Isere Skiing & Snowboarding* is a wild winter challenge where speed is guaranteed. Train and compete on the slopes of France's world famous Val d'Isere Ski Resort.

"*Val d'Isere Skiing & Snowboarding* is the most realistic, gut-wrenching skiing simulation that's ever been done. You can feel your heart go down to your stomach as you careen over the big hills!" (Ken Williams, Electronic Gaming Monthly)

Zool 2 -- Players fight their way through six zany levels including Swan Lake, Snaking Pass, Bulberry Hill, Mount Ices, Tootin' Common and Mental Blockage. Zoon, the intergalactic wonderdog with two heads, helps gamers fight the evil Krool who has sent Mental Block and other forces to get in the way. Gamers can choose to play as Zool or his female companion Zooz.

"*Zool 2* has everything that made *Zool* 1 cool, and much more. One play and you're hooked!" (Ken Williams, Electronic Gaming Monthly)

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Atari Jaguar 64's New Peripherals
Elevate Multimedia System to New Heights

(SUNNYVALE, CA) -- Atari Corporation announced the release of four extraordinary peripherals for Jaguar 64 system: **JagLink™**, **MemoryTrack™**, **ProController™** and **TeamTap™**. Each new addition will expand the scope and depth of the Jaguar 64 experience, allowing gamers to link multiple systems, save record-breaking games, execute more intricate moves, form teams to compete against each other, and much, much more.

JagLink™ enables two Jaguar 64 systems to be connected for fast-paced, multi-player action. Players experience double Jaguar intensity as they compete head-to-head with two linked systems. **JagLink™** will be shipped to retailers the end of September and has a suggested retail price of $29.95.

Players will soon be able to capture and save their best gaming moments with Atari's **MemoryTrack™**. This peripheral for the Jaguar CD will organize and store information from CD games including: high scores, game progress, character configurations and game levels which can be saved and resumed later. **MemoryTrack™** provides 125,000 bytes of storage and can accumulate information for up to 250 Jaguar games. **MemoryTrack™** has a suggested retail price of $29.95 and will be shipped to stores in late September.

The **ProController™** will enhance game play as it enables gamers to execute more moves for both the Jaguar 64 and Jaguar CD systems. The ergonomically designed peripheral delivers a sleek new shape with additional buttons to provide more precise control. With **ProController™**, players gain three additional fire buttons for greater control and depth of play as well as two new shift buttons for enhanced fingertip manipulation. **ProController™** will be shipped to retailers the end of September and has a suggested retail price of $29.95.

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Atari Peripherals
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Atari enthusiasts have previewed **TeamTap™** in a bundled pack with the hit game *White Men Can't Jump*™ in August. It will be sold separately in October as an accessory for Atari's Jaguar 64. **Team Tap™** is a multi-player adapter which allows up to four players to compete against each other. The Jaguar 64 console is designed to accommodate two team tap units, expanding play to eight players. **TeamTap™** has a suggested retail price of $29.95.

"These four new peripherals expand the gaming experience for Jaguar 64 and Jaguar CD gamers," said Ted Hoff, Atari's President of North American Operations.
"Atari Corporation takes home entertainment systems to a new interactive level with these latest accessories."

For more than twenty years, Atari Corporation has provided consumers with high quality value priced entertainment. Atari Corporation markets Jaguar, the only American-made advanced 64-bit entertainment system and is located in Sunnyvale, California.

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ATARI ANNOUNCES $199.99 JAGUAR UNIT
Company Gears Up Special Promotions to Deliver Even More Value

SUNNYVALE, Calif. (January 6, 1995) -- Atari Corporation today announced that it will offer a $199.99 64-bit Atari Jaguar Interactive Multimedia base system beginning in mid-January. A special rebate program on Atari game software good for savings up to $106 will be included in specially-marked packages of the new base unit, and the program will be highlighted at stores by promotional signs. The limited time rebate coupons include offers on such popular games as *Alien Vs. Predator, Doom, Tempest 2000, Iron Soldier* and *Kasumi Ninja.*

"With this new Jaguar base system price and the great software now available in stores - - with more to come - - Atari is the best value of any gaming system," said Sam Tramiel, CEO of Atari Corporation. "With the special promotions we're offering, Jaguar owners can save even more on their Jaguar system and the games they'll want to play."

The Atari promotion will feature a limited number of Jaguar base systems in specially marked boxes. With the game rebate coupon book, Jaguar purchasers can choose from any of fourteen different titles and receive a rebate ranging from $5 to $10 per title, depending on the game chosen. The promotion will be delivered in stores at the point of sale by prominently displayed counter cards and tear pads. The promotion runs while supplies last, or until June 30th. Rebates will be provided for coupons mailed by July 15, 1995.

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In a second promotion, consumers purchasing an Atari Jaguar system with a copy of *Cybermorph* included for $249, will receive a free game controller and can choose a free copy of either *Tempest 2000* or *Wolfenstein-3D* by mail. The total value is nearly $85. Participants will also receive the coupon book for up to $106 in game rebates with delivery of their free game and free controller. The promotion runs from mid-January through the end of April, while supplies last.

Atari Corporation markets interactive multimedia entertainment systems, including Jaguar, the world's first and only 64-bit game system, and the only video game system manufactured in the United States. Atari is headquartered at 1196 Borregas Avenue, Sunnyvale, California 94089.

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ATARI JAGUAR, INTERACTIVE ENTERTAINMENT'S BIG CAT, CAPTIVATES CONSUMERS

SUNNYVALE, Calif. (January 6, 1995) -- Atari Jaguar, the biggest cat in the interactive multimedia entertainment industry, is earning roars of approval from enthusiastic owners. Gamers laud the Jaguar-the world's first and only 64-bit interactive multimedia home entertainment system-as the "future of video gaming."

The Jaguar's high-speed animation; realistic, textured 3D graphics; CD quality sound; vivid color images; sleek, high-tech system design; and advanced controller with customizable 12-button keypad has shredded the competition and earned consumer accolades. Delighted Jaguar enthusiasts praise the Jag's feline grace as "the first of its kind."

Some samples of the Cat's fan mail, culled from letters and electronic mail received at Atari Headquarters include:

- "The future of video gaming has arrived!" Jeff Kovack proclaims. "The graphics are the hottest thing I've seen for any platform, and the gameplay is addictively intoxicating. The images on the screen are so vivid and colorful, it's nearly as much fun watching someone else play ... Hats off to our friends at Atari for creating this incredible machine."

- "Jaguar is hot," Marty Mankins agrees.

- "It is the sleekest looking piece of entertainment hardware I have ever seen," James Thornhill Jr. declares.

- "From the esthetics of the console to the hardware, I love it!" Allen Chang writes.

- "Thank you ... Proud parent of a two pound baby Jaguar!!!!"

- "Jaguar, as a game machine with 64 bits, is in a class by itself-the first of its kind anywhere in the world," Evan Mullaney says.

The Jag's unprecedented system performance pummels competitors. Its 64-bit architecture allows the Jag to process more than 100 times as much data at one time than 16-bit games and twice as much as 32-bit games. Delighted gamers experience the ultimate in speed, graphic performance and animation action.

- "[Jaguar] definitely beats 3DO by a mile," Nathan Wong writes. "I've been playing with our 3DO unit for more than a month and a half and it doesn't even come close to the speed and resolution of the Jaguar! This machine is everything I thought it would be and more."

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- "I've been out of the video game market since the original Nintendo system and after hearing about the Jaguar, I bought it sight unseen," Ed Kraft explains. "Being a computer technician and operator of 486 and Pentium-based computers, I was very impressed with the specs of the Jaguar. Seeing it only added to my excitement about the system."

- "Well, I don't know how to say this, but my mother-who is 46 years old-loves the Jaguar. Now, I have to tell you, she never liked to use the ST or the TT, no matter how simple the application," writes one Jaguar enthusiast. "But with the Jaguar she's getting top scores in Crescent Galaxy and that's a big plus. Most of the time she never looked at a video game. Now she's having fun!!!"

Alien Vs. Predator and *Doom* Atari's white hot first-person perspective, virtual adventures, have electrified gamers with their high-powered weapons, fast action and immersive game play.

- "Just got my *Alien Vs. Predator* today," says Albert Dayes. "Was it worth the wait? YES!"

- "Hey, this is *Doom*! " E-mailed Bill Glaholt. "It's the game I told myself I'd wait for to come out on the Jag before trying it on the PC. For myself, I would rate this game a 95 out of 100. It's lightning fast and has that 'Wow' factor that -- let's face it -- SNES would fall all over themselves to try to get."

- "Alien Vs. Predator showed up Friday night at our local Babbages and since we had $50 between us, we couldn't pass it up," Brian and Dan McKenzie explain. "They had about eight copies of the game-all of which had been reserved in a three or four hour period, no less! But somebody didn't show up to get theirs so they sold it to us. The game is great! What a huge world!"

- "People were knocked flat. Their kids dragged them into the store to try it," says Dolores Lesica. "*Alien vs. Predator* gets a 10 from me."

- "Just wanted to write a quick note to tell you that [Atari] has produced one great game," writes Robert A. Fleming. "[In my humble opinion, *Atari Vs. Predator*] is one of the greatest games ever. It has been well worth the wait."

- "The game is GREAT," Ralph Barbagallo writes of *Alien Vs. Predator*. "It's almost like getting three games in one. ... The graphics are fantastic and the game is very engaging."

- I just bought *Doom* for my Jaguar and I am very happy with it," writes Paul, a Proud Jaguar Owner. "It just blows away the *Doom* for the 32X. I should know. I also own the 32X."

- "I love this game!" Danny Miskin says. "My younger brother says [*Alien Vs. Predator*] could be the best game out for any system right now."

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ATARI DEBUTS CD PLAYER FOR JAGUAR AT $149.99

SUNNYVALE, Calif. (January 6, 1995) -- Prepare to shift your Jaguar into overdrive. Atari Corporation today announced that its new compact disc multimedia peripheral will be available in the first quarter, priced at an amazingly affordable $149.99, including a CD game. The CD player, which plugs into the top of the 64-bit Atari Jaguar Interactive Multimedia System, plays CD-based Jaguar video games and standard audio compact discs. The Jaguar CD player provides 790 megabytes of raw data storage to allow for the incorporation of many complex digitized images, full-motion video sequences and loads of CD-quality audio soundtracks into Jaguar games. The powerful double speed Jaguar CD player incorporates incredibly fast access speed for smoother game play and its massive data capacity provides better graphical detail, expanded plot lines and more characters, which all add up to more immersive and challenging games. The first titles available for the Jaguar CD player include, *Battlemorph, Blue Lightning, Highlander, Demolition Man* and *Creature Shock*, with many more to come.

Atari's new CD Multimedia player includes the Virtual Light Machine ™ (VLM), which creates and displays light patterns on the video screen in response to music played through the system. The result is a stunning light show. There are 81 different pattern settings available on the VLM. The VLM is built into the Jaguar CD Multimedia player.

"We want the Atari Jaguar to be the best value in the gaming market, as well as, the most advanced system technologically," said Sam Tramiel, CEO of Atari Corporation. "With the new Jaguar CD Multimedia player, Jaguar owners will be able to play incredible CD-based videogames,

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listen to audio discs and watch the VLM. This combination of the most advanced technology, great software and affordable pricing is what sets Jaguar apart from the competition."

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ATARI ANNOUNCES WINNING LINE-UP OF JAGUAR TITLES
FOR FIRST HALF OF 1995

SUNNYVALE, Calif. (January 6, 1995) -- By this summer, fans of the first and only 64-bit game system in the world will have more than 50 games to choose from, including dozens of brand new Jaguar game titles.

"*Alien vs. Predator, Wolfenstein 3D, Doom, Kasumi Ninja, Iron Soldier* and *Tempest 2000* were the top-rated Jaguar titles for 1994," said Sam Tramiel, president and CEO of Atari Corporation. "In the first half of 1995, we expect many hit titles, including *Fight for Life, Space War 2000, Hover Strike, Ultra Vortex* and *Rayman*. These and other titles will substantially increase the Jaguar library." Below are descriptions of these upcoming hits:

Fight for Life: This 3-D fighting game, produced and published by Atari, is set in hell, with each character striving for the ultimate prize: the chance to gain redemption and live again. Players choose one fighter from among eight different characters. They then battle the remaining characters one-by-one and proceed to the final showdown with the end boss. As they defeat each opponent, players can select up to two of each character's five special moves, in effect creating their own truly unique fighting character. (Do the math: The possibilities are endless.)

To create 3-D animation of unsurpassed fluidity and realism, the production team used state-of-the-art motion capture technology that incorporated the movements of live martial arts experts performing nearly 200 different moves. Artists then exploited the Jaguar's 64-bit system

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to create stunning 3-D graphics that bring the characters to life. According to *Edge Magazine* (December 1994), "The skyline background looks impressive and the moves are well-animated." "Atari's *Fight for Life* puts a floating camera around the 3-D fighting. Jaguar owners will soon have a 3-D fighting game to call their own," remarked a reviewer at *GamePro* (January 1995).

Space War 2000: In their intergalactic jousts, space knights vie for old-fashioned glory, honor, fame and fortune. As they emerge victorious from each battle, they procure such weapons as laser shots, missiles, shields and cloaking devices. This first-person perspective 3-D adventure, produced by Atari, is fun for single players and spectacular as a two-player game. "First-person gaming is reaching a new high, and *Space War 2000* is positioning to be a contender in that wild and crowded race," stated a reviewer at *EGM2* (January 1995).

Hover Strike: The mission: To lead the rebels in an attempt to vanquish the formidable Space Pirates from the planet. The weapon: A high speed hover tank armed with rapid fire cannons, powerful missiles, on board radar and protective shields. This game, published by Atari, uses the Jaguar's 64-bit technology to deliver an action-packed, fully texture-mapped, first-person perspective 3-D battle. Ken Williams of *Electronic Gaming Monthly* says, "The first-person perspective serves this game well, adding a new dimension to the genre."

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Ultra Vortex: In this game, produced by Beyond games, players test their fighting skills in a nether world tournament. They can choose among eight valiant fighters from different dimensions before the final battle with the evil entity. Amazing sounds and graphics inspired a game reviewer from *Electronic Gaming Monthly* to write, "*Ultra Vortex* will make some people stop and turn their heads."

Rayman: Ten-year old Jimmy creates a stunning imaginary kingdom called "Hereitscool" in his computer and transforms himself into Rayman, a fantasy hero who combats the forces of evil to save his friends. Here's what *DieHard GameFan* had to say about this winning title from UBI Soft: "Absolutely brilliant looking. The control is perfect and the artwork is phenomenal."

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SPORTS TITLES COMING FROM ATARI

SUNNYVALE, Calif. (January 6, 1995) -- Baseball for 1995 may be uncertain and the National Hockey League still is not playing, but there will be sports galore on the 64-bit Atari Jaguar this spring and summer. Atari Corporation today announced that a number of new sports titles will be released in the first half of 1995.

"We're going for the gold with sports-oriented games at Atari this year," said Sam Tramiel, CEO of Atari Corporation. "Atari Jaguar owners will play hockey with Brett Hull, golf with Jack Nicklaus, basketball with Charles Barkley and all the baseball they want."

Sports games currently under development include:

Charles Barkley-Shut Up and Jam takes an in-your-face, over-the-top approach to America's favorite indoor sport. Players will encounter some of the baddest b-ball players on the streets as they try to rule the game's 2 on 2 streetball tournament. *Charles Barkley-Shut Up and Jam* is expected by the end of the second quarter.

Brett Hull Hockey features super-realistic, digitized graphics and a real-time 3-D hockey rink. Available on CD, *Brett Hull Hockey* will provide the most realistic hockey video game simulation ever. Look for *Brett Hull Hockey* to arrive in stores by the end of June.

Hardball Baseball will provide a graphically and statistically true-to-life simulation of real baseball. Players will have the added option of customizing teams and scheduling themselves for one game, a playoff series or an entire season. Special software builds players' statistics as games

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are played making *Hardball Baseball* even more realistic. Atari plans to ship *Hardball Baseball* before the 1995 All-Star game, if there is one this year.

Jack Nicklaus Cyber Golf, a CD title, is a photo-realistic golf game for the Jaguar that utilizes over 9,000 images of Murfield Village Golf Course. This course is the first that Jack Nicklaus created and is the site of the annual Memorial Tournament. Well-known sports presenter David Livingston acts as a virtual commentator to teach the first-time player how to play the game or provide comments and suggestions for the more experienced players. Up to a foursome can play *Jack Nicklaus Cyber Golf*, and the CD is expected to ship late this spring.

Additional sport titles scheduled for the first half of 1995 include *Troy Aikman NFL Football* (Williams Entertainment), *White Men Can't Jump* (TriMark), *CD League Bowling* (V Real) and *Sensible Soccer* (Telegames).

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COMING ATTRACTIONS FOR ATARI JAGUAR

SUNNYVALE, Calif. (January 6, 1995) -- *Batman Forever*, *Thea Realm Fighters* and *Primal Rage* top the list of coming attractions for the 64-bit Atari Jaguar Interactive Multimedia system in 1995.

"The focus at Atari for 1995 is great software and lots of it," said Sam Tramiel, CEO of Atari Corporation. "We are working with over 200 developers to bring a wide variety of new games to the 64-bit Atari Jaguar in 1995. The powerful Jaguar technology can handle popular arcade games like *Primal Rage* or provide the speed and graphics necessary for brand new games like *Batman Forever* and *Thea Realm Fighters*."

Batman Forever, based on the much-anticipated Warner Bros. movie scheduled for release this summer, pits the caped crusader and his sidekick Robin against Gotham City villains Two-Face and the Riddler. The Atari Jaguar *Batman Forever* game will incorporate the movie's characters and feature the films newly-designed costumes and high-tech equipment. Market research demonstrates that over 90% of the U.S. population is familiar with the Batman character, so there will be wide appeal for the game. *Batman Forever* is scheduled for delivery to stores late in the 3rd quarter.

Thea Realm Fighters combines the latest digital motion capture technology and nationally known martial arts fighters, including several used for both *Mortal Kombat* games, to create a super-realistic fighting game. Among the well-known martial artists used for the game are:

Ho Sung Pak, who played Liu Kang in *Mortal Kombat I & II*, is a member of the Black Belt Hall of Fame and winner of the Grand Slam of Martial Arts in 1991, and served as technical advisor for choreography.

Phillip Ahn, MD, is a 4th degree black belt in Tae Kwon Do. Dr. Ahn played Shang Tsung in *Mortal Kombat II*.

Katalin Zamiar played Kitana, Mileena and Jade in *Mortal Kombat II*. Katalin is a black belt in Okinawan style Karate.

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Daniel Pesina, who played Johnny Cage and the ninjas in *Mortal Kombat I & II*, is a nationally ranked martial artist in forms and weapons.

There are a total of 25-plus characters to compete against in *Thea Realm Fighters*, including twelve main characters and twelve other special characters. The characters can compete in four different modes and with more than 30 different backgrounds, creating a wide variety of combat situations and scenarios. The release of *Thea Realm Fighters* is planned for the 3rd quarter.

Primal Rage pits seven different prehistoric creatures -- each with its own unique fighting style -- against each other in a battle for world domination. This one or two player game was a huge hit in the video arcade market last year. Time Warner Interactive plans to ship a compact disc version of *Primal Rage* in the 4th quarter.

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ATARI TO EXPAND JAGUAR PERIPHERALS

SUNNYVALE, Calif. (January 6, 1995) -- New peripherals in 1995 are a key part of the system expansion plans for the 64-bit Jaguar Interactive Multimedia system, Atari Corporation today announced. "Since Jaguar has already made the leap to 64-bit technology, we can focus on providing even more value to consumers by expanding the system with new and innovative peripherals," said Sam Tramiel, CEO of Atari Corporation. "By the end of the year, players will link multiple systems, play each other over the phone and venture into new virtual reality environments with their Jaguar systems."

Networking Jaguar systems through use of the Jag Link cable enables the playing of network compatible Jaguar games on different systems up to 100 feet away from each other. The Jag Link cable system can support at least two simultaneous game players at once, depending on the software. The system uses standard RJ11 phone line cable to link two Jaguar interactive game systems and implements reliable differential pair technology. The Jag Link cable is expected to be available for sale in the second quarter of 1995 at a suggested retail price of $29.99.

The Jaguar Voice/Data Communicator allows players to link to each other over the phone. The new technology, developed with Phylon Communications, Inc., leaders in the fax/modem/voice technology field, not only permits two players to play against each other using the phone connection, but to speak with each other by using a headset. By utilizing a "call waiting" feature,

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users can also pause a game to answer a phone call. The Jaguar Voice/Data Communicator comes complete with a stereo headset and is expected to be available by the third quarter 1995 at a suggested retail price of less than $150.

Also planned for 1995 delivery is Atari's virtual reality headset, now under development with Virtuality Group plc, the leader in virtual reality technology and arcade games. The two companies officially joined forces in October to create the world's first immersive virtual reality games for the home market. The virtual reality headset should be available to consumers by Christmas 1995 with a targeted price of less than $200.

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ATARI

JAGUAR™

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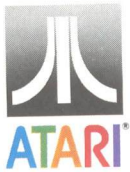☎ (415) 433-5381
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ADDITIONAL GAME DESCRIPTIONS FOR 1995 JAGUAR RELEASES

Battlemorph (CD)

One of the most realistic 3-D shooter/explorer games to date, Battlemorph picks up where Cybermorph left off. This sequel will have more unique worlds, more elaborate missions, and both underwater regions and underground tunnels to explore. Players can use the various formations of the War Griffon to battle into enemy territory, using fighter, tank and amphibious forms to gain the edge over enemies.

Battle Sphere

800 years into the future, the seven dominant races in the galaxy are in a constant state of war. Recently, these adversaries have agreed to confine their hostilities to a small sector of space known as the Battle Sphere. Players fly an assortment of ships, ranging from high speed fighters to near-indestructible capitol ships, to kill or be killed and conquer the galaxy.

Blue Lightning (CD)

Gamers pilot a chosen plane from a squadron of United Nations operatives as they fight to stop General Drako, the UN member turned terrorist. Players design flight plans and use their quick maneuvering skills to destroy key enemy locations and bases. Players also protect cargo planes and other UN planes transporting important government officials.

Burn Out

The 64-bit motorcycle has arrived! Race against the computer, the clock or friends on eight different high-speed tracks. With a whopping 60 frames per second animation and CD-quality sound with 12 heart-thumping soundtracks from which to choose, this game is sure to keep players off their seats if they can keep their cycles on the track.

Cannon Fodder

War may be hell, but this new title is heaven for gamers who enjoy realistic combat action and never ending challenges. Players negotiate arctic wastelands to find the scud missile factories, plow through the steamy jungle to protect the natives from advancing tanks and scourge the desert to track down the President's abandoned helicopter.

Double Dragon V

With 4 levels of game play, 10 different battle locations, 12 unique characters, and 15 different musical scores, *Double Dragon V* is much more than double your average fighting game. After reading characters' dossiers, players can customize game play, controls, and even their character's special attributes to create fighting machines never seen before on any platform.

Fight for Life

This 3-D fighting game is set in hell, with each character striving for the ultimate prize: the chance to gain redemption and live again. Players choose one fighter from among eight different characters. They then battle the remaining characters one-by-one and proceed to the final showdown with the end boss. As they defeat each opponent, players can select up to two of each character's five special moves, in effect creating their own truly unique fighting character.

Flashback

Players take a 64-bit journey through alien worlds in the role of Conrad Hart in this award winning sci-fi action/adventure. As Hart, gamers seek their memory and attempt to foil an alien plot to dominate the earth.

Hover Hunter

The age of limitless resources and vast armies is over. The battlefield now belongs to the elite; those with the speed, firepower, reflexes and intelligence to get the job done fast and done right. As pilot of a high-speed attack hovercraft, gamers man the most powerful tool utilized in this struggle for complete global domination.

Hover Strike

Players pilot a futuristic hover tank through a variety of 3-D texture mapped territories as they battle an army of enemy armored vehicles. At your disposal is rapid fire cannons, powerful missiles, an on-board radar and protective shields. This 3-D action is only available as a result of Jaguar's 64-bit technology.

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Phear

With more than 65,000 screen colors and 70,000 polygons per second, *Phear* is the ultimate puzzle challenge. Players have a limited amount of time to place a hovering geometric shape completely on top of its double on the sphere. This 64-bit challenge promises to keep gamers busy for hours on end.

Pinball Fantasies

Go ahead, nudge the table a bit, *Pinball Fantasies* is that real! Players can choose from four different challenging pinball games with thousands of screen colors and stereo sound. This game will definitely save the pinball enthusiast a few quarters.

Off Road Rally

To the victors go the spoils in this fast action, arcade style, 3-D racing game based on the World Rally Championships. Players race on dozens of courses with a variety of terrain and weather conditions to win thousands in prize money. Players spend their prize money on repair costs for their existing cars or buy a newer, faster car altogether.

Rayman

Rayman lives in a fantasy land beyond the reaches of the universe. The land is inhabited by Electoons who live a free and easy life controlled by the Great Proton. One day, the evil Mr. Black steals the Great Proton and Rayman's world becomes unbalanced and chaotic. In order to restore peace and harmony to his world, Rayman must defeat Mr. Black and retrieve the Great Proton.

Sensible Soccer

Players kick, pass and even slide tackle their way to victory on fields with genuine player to field proportions and perspective in tournaments ranging from the Euro-Cup to the World Championship in the most addictive and playable soccer game available.

Space War 2000

As a space knight, gamers vie for glory, honor, fame and fortune in this first-person perspective 3-D adventure. With the proceeds from each successful intergalactic joust, players can procure multiple weapons to defeat the enemy and have their name cast for eternity in "The High Score Table."

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Syndicate

A rival Syndicate has gained full control of the population via a mind-altering techno drug known as CHIP. Gamers play an ambitious executive in the Syndicate, hand-picked to lead a team of CHIP-induced Cyborg mercenaries on a quest to infiltrate and seize opposing Syndicate territories. This award-winning PC smash comes alive with the 64-bit technology of Jaguar.

Theme Park

As designer/builder/operator of Theme Park, players construct the world's greatest amusement park. You choose the land, hire the staff, build the rides, operate the food stands and novelty shops ... even monitor the day-to-day activities and customers' reactions to the spectacular 27 rides. But make your decisions wisely. You wouldn't want your customers throwing crab cakes and busting tables at Long John Roger's Fish Stick Emporium.

Troy Aikman NFL Footbal

It's only appropriate that the best player in football have his own video game on a system with the best technology available. Player(s) choose among all 28 NFL teams, three season modes, three difficulty levels, 54 offensive and 27 defensive configurations, six field options, variable quarter lengths and more. The 64-bit technology of Jaguar assures gamers the most sophisticated graphics and game play available in a football-style video game.

Ultra Vortex

Players become one of ten eye-popping, bone-crunching warriors of the underground who battle it out in mind-bending arenas carved from the living rock, with one goal in mind: Defeat the dreaded Guardian of the Vortex. This game features a "lock-out" code to limit violence within game play.

Val d'Isére Skiing and Snowboarding

Cut the slopes on some of the steepest mountainsides on earth! *Val d'Isére Skiing & Snowboarding* is a wild winter challenge where speed is guaranteed. Train and compete on the slopes of France's world famous Val d'Isére Ski Resort.

- more -

White Men Can't Jump

Trash talk runs rampant on this in-your-face, two-on-two, blacktop basketball shootout. Automatic camera control zooms in and swings around to catch all the action in this fast-paced, hard playing new sports game for the 64-bit Atari Jaguar.

# # #

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David Harrah
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415/968-4033

ATARI JAGUAR
64-BIT INTERACTIVE MULTIMEDIA ENTERTAINMENT SYSTEM

Fact Sheet

Product Description:
- Jaguar is the world's first and only 64-bit interactive multimedia home entertainment system.

Architecture:
- Jaguar features a 64-bit architecture, making it the world's most powerful game system. Jaguar is more than twice as fast as 32-bit platforms.

Main Features:
- High-speed animation
- Realistic, textured 3D graphics
- CD-quality sound
- Rich, striking color images
- Sleek, high-tech system design
- Advanced controller with customizable 12-button keypad

Manufacturing:
- Jaguar is the only interactive multimedia home entertainment system made in the United States.

Price:
- The system's suggested retail price, bundled with the award-winning *Cybermorph* video game, is $249.99. The base Jaguar system (without software) is $199.99. Jaguar video game cartridges and CDs retail from $49.99 to $69.99.

Future Peripherals:
- Double-speed CD player
- Modem interface to allow friends to play over phone and cable lines
- Network cable to allow play on different systems up to 100 feet apart (Jag Link Cable)
- Virtual reality helmet

# # #

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ATARI JAGUAR

64-BIT INTERACTIVE MULTIMEDIA ENTERTAINMENT SYSTEM
FEATURES AND BENEFITS

Atari Jaguar Features	Benefits
Architecture	*Unprecedented System Performance*
64-Bit Data Bus	• Allows Jaguar to process more than 100 times as much data at one time than 16-bit games and twice as much as 32-bit game systems. This significantly increases speed and lets game players experience superior graphic performance and animation action.
Speed and Graphics	*Unmatched Speed, Animation and Color*
64-Bit Graphics Chip	• Delivers complex 3-D graphics at high animation speed.
	• Packs the screen with 16 million colors in 24-bit true-color during full-speed game play. With Jaguar, each pixel (screen images are made up of thousands and even millions of pixels) can be one of 16 million color combinations, making each video game rich in 3-D color. In addition, an unlimited number of textures can be placed on the screen.
	• Allows Jaguar to be connected to television sets in either the United States or Europe. Atari offers different versions of Jaguar, one compatible with NTSC 525-line color-TV systems in the United States and one for PAL 625-line color-TV systems in Europe. Both versions allow for RGB and composite with s-video output.
Blitter/Shader	• Works closely with the **Graphics Processor** and the Object Processor to render shaded polygons and move on-screen objects at full bus speed.
	• Performs graphic acceleration, delivering a full range of logical operations at the maximum bus speed including special effects such as buffering and shading.

-more-

Programmable Object Processor • Allows players to experience video games that include a combination of the best video resolutions while maintaining full graphic speed and interactivity. The interaction among the Blitter, the 64-bit Graphics Processor and the Object Processor add to Jaguar's unmatched 3-D graphics and video performance.

MC68000 Chip • Manages secondary processing functions including reading joystick commands and seamlessly distributing these commands to the appropriate system components. The 68000 chip requires a minimal amount of bandwidth to perform its duties, freeing Jaguar resources to perform more complex processing activities.

Special Effects   *Realistic, 3-D Animation*

Lighting • Permits Jaguar to automatically illuminate objects based on their location relative to the light source(s). For example, if the video environment is a race track in the evening, the moon light will beam off the tops of the polished racing cars, creating realistic shading.

Morphing • Transforms animate and inanimate objects from one image to another. A frog can become a prince, a lamp may transform into a genie and a battleship can turn into a submarine, all in real time.

Texture Mapping • Wraps simple and complex images onto any 3-D object to achieve special effects like flashing lights, aging and speed. An unlimited number of textures and images can become part of the surface of complex objects.

Transparency • Enhances video scenes where smoke, shadows and/or fog add realism to the game experience.

Warping • Produces realistic simulations of the interaction between physical objects, such as a football bouncing off the ground. It also allows production of cartoon-like imagery.

Audio   *CD-Quality Sound*

Digital Signal Processor • Generates CD-quality stereo sound. Games are filled with realistic sampled sounds including human voices, cars racing, jets soaring, as well as a wide range of music and sound synthesis techniques such as wave table, FM, AM and sampled synthesis.

-more-

Design	*Sleek, Futuristic Design*
Black 17-Button Controller	• Lets game players interact with video environments through an advanced 17-button controller that features three fire buttons, two select buttons and a 12-button keypad. Plastic overlays slide onto the 12-button keypad to provide additional options during game play.
ComLynx I/O	• Allows game players to add new external digital and analog interfaces to their Jaguars. Players also can use these ports to connect keyboards, lightguns and mice.

Storage Capacity	*Quick System Response Time*
16-Megabits of RAM	• Enables game players to access an entire 16-megabit game in Random Access Memory space, eliminating the screen performance delays found in traditional consumer entertainment devices.

Compression	*High Quality Game Playback*
ROM Cartridge	• Supports up to 48 megabytes of compressed or uncompressed code. Enables complex games to run on Jaguar without any degradation in speed or quality.

Expansion Features	*Future Options*
8-Megabit per Second Synchronous Serial Port	• Provides game players with the flexibility to add new peripherals, such as modem interfaces and virtual reality devices. A high-speed telephone interface planned for early 1995 will let users play against friends over phone lines or connect with national networks.
CD Player Peripheral	• Available for 1st quarter 1995, this peripheral will allow game players to play video games with CD audio and full-motion video via CD-ROM.

# # #

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ATARI JAGUAR

64-BIT INTERACTIVE MULTIMEDIA ENTERTAINMENT SYSTEM

TEN QUESTIONS ABOUT JAGUAR'S 64-BIT TECHNOLOGY

1. *What does 64-bit mean?*

"64-bit" refers to the amount of data Jaguar can process at one time. Because Jaguar processes data 64 bits at a time -- versus 8, 16 and 32 bits for other video game systems -- Jaguar delivers unprecedented animation speed, true-color graphics and stereo CD-quality sound. Jaguar is the world's first and only 64-bit interactive multimedia home entertainment system.

2. *What are the main differences players will notice when using 64-bit systems as compared to conventional machines and newer 32-bit systems?*

The biggest difference players will notice is an enormous increase in the overall speed and smoothness of objects in motion on the screen. Game players can manipulate and respond to game action much more quickly and objects travel at higher animation speeds. In addition, players will notice a significant improvement in the appearance of their video games -- colors are brighter and more numerous, graphics appear clearer and extremely realistic, 3D objects feature multi-textured surfaces, special effects are more sophisticated and games include true-to-life lighting and shadows. Game realism also is enhanced by sound effects generated in CD-quality audio.

3. *How does Jaguar achieve its 64-bit processing power?*

Jaguar achieves its processing power through an advanced architecture that features a 64-bit data bus. This bus acts like a 64-lane freeway, permitting data "traffic" to flow 64-bits at a time. The following five processors work together to move data through the bus:
- The Atari-proprietary 64-bit Graphics Processing Unit (GPU) with RISC technology -- responsible for delivering Jaguar's complex 3D graphics at high animation speed
- The Atari-developed 32-bit Digital Signal Processor -- delivers Jaguar's CD and stereo sound capabilities
- The Object Processor -- provides an advanced video environment
- The Blitter Graphics Accelerator -- rapidly manipulates and copies images
- The 68000 16-bit processor -- manages secondary processing functions

- more -

4. *If Jaguar includes a 16-bit processor, how can it be a true 64-bit system?*

    Jaguar is a true 64-bit system because it moves data through a 64-bit data bus. While it includes a 16-bit processor, this processor plays a support role in system performance. This processor acts as a necessary, but less important stage hand -- managing secondary processing functions, such as reading joystick commands and distributing workloads to system components.

5. *In video game systems, what is the relationship between processing speed and video graphics?*

    The processing speed of a video game platform has a direct relationship to the quality of video graphics it is capable of generating. When graphics are complex and include many colors, the system needs more power to maintain high-quality animation speeds from cartridge to screen without degradation.

    Atari Jaguar's 64-bit processing speed allows the system to display more than 16 million colors with an animation speed greater than 850 million pixels per second. This means Jaguar's 3D graphics are very realistic, with bright colors and fast moving action.

    This performance is significantly better than that of 32-bit machines, which display 16.7 million colors but move only 64 million pixels per second. In other words, 32-bit systems have just as much color traffic as Jaguar, but they try to squeeze the same number of colors onto a 32-lane highway instead of a 64-lane freeway. This can result in grainier graphics, fewer colors used and slower animation speed.

6. *How did Atari manage to surpass the slower 32-bit systems?*

    Atari Corporation moved ahead of 32-bit systems when the company's management made a commitment to meet consumer demands by creating the first 64-bit gaming system. Atari backed this commitment with resources, including the world's finest engineers and the industry's most experienced management team. This combination of vision, dedication and talent allowed Atari to build Jaguar's proprietary 64-bit hardware and deliver Jaguar to customers while the company's competitors were still struggling to develop and market less powerful products.

7. *How can Atari offer advanced 64-bit technology at such a competitive price?*

    Jaguar retails for $249.99 (bundled with one video game), when much less powerful systems are selling for $400 and up. Atari can offer the world's most advanced video game system to consumers at such an affordable price because the company:

    *   Retains the world's best team of engineers, allowing Atari to reduce Jaguar's time-to-market by ensuring the development cycle was efficient and the design was high quality;
    *   Founded the video game industry and applied more than 20 years of expertise to the cost-efficient development of Jaguar;
    *   Is the sole investor in Jaguar and thus, operating overhead is much lower than with competitive systems in which multiple investors receive a portion of the profits.

8. *How do game developers benefit from Jaguar's 64-bit processing power?*

    Creatively, Jaguar's 64-bit processing power gives developers the flexibility to create revolutionary video games that are much richer in color, animation, texture and sound than traditional game systems. With Jaguar, developers can focus more time on the creative process and construct real-time 3D worlds.

9. *What will be the industry standard for interactive multimedia performance?*

    Atari's Jaguar has moved ahead of the competition to set the industry standard for interactive multimedia performance and value. Jaguar's 64-bit technology gives players the features and functionality they need today. It also will supply Jaguar owners with the power and peripherals, such as a CD Player, modem and virtual reality helmet, to ensure they can move successfully into the future. It will be quite some time before players and developers exhaust Jaguar's potential.

10. *What lies ahead for Jaguar users?*

    Jaguar's advanced 64-bit technology allows users to expand the system's capabilities by adding peripherals without decreasing system performance. Jaguar enthusiasts can look forward to the release of challenging new game titles such as *Fight for Life*, *Hover Strike* and *Rayman* as well as Jaguar's double-speed CD player peripheral. Atari also is in the process of developing a Jaguar virtual reality helmet and a modem interface which lets users play each other over phone lines or connect with national networks.

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ATARI
JAGUAR VIDEO GAMES

Game Title	Date Availability	Game Category	Publisher
Air Cars	1st Quarter 1995	Racing/Combat	Midnight Ent.
Alien Vs. Predator	Available Now	Role Play/Adventure	Atari
Arena Football	2nd Quarter 1995	Sports	V Real
Assault	2nd Quarter 1995	Action/Combat	Midnight Ent.
Baldy (CD)	2nd Quarter 1995	Action Adventure	Atari
Battlemorph (CD)	1st Quarter 1995	Flying/Action	Atari
Battle Sphere	1st Quarter 1995	Space/Combat	4-Play
Battle Wheels	2nd Quarter 1995	Racing/Combat	Beyond Games
Blue Lightning (CD)	1st Quarter 1995	Flying/Action	Atari
Brett Hull Hockey (CD)	2nd Quarter 1995	Sports	Atari
Brutal Sports Football	Avalable Now	Sports/Combat	Telegames
Bubsy	Available Now	Action/Adventure	Atari
Burnout	2nd Quarter 1995	Racing	Virtual Experience
Cannon Fodder	1st Quarter 1995	Action/Adventure	Virgin
Casino Royale	2nd Quarter	Gambling	Telegames
CD League Bowling (CD)	2nd Quarter	Sports	V Real
Charles Barkley Basketball	2nd Quarter 1995	Sports	Atari
Checkered Flag	Available Now	Racing	Atari
Club Drive	Available Now	Racing	Atari
Commando	2nd Quarter	Action/Combat	Atari
Creature Shock (CD)	1st Quarter 1995	Adventure/Sci-Fi	Atari/Virgin
Cybermorph	Available Now	Flying/Action	Atari
Dactyl Joust	2nd Quarter 1995	Action	Atari

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- more -

Game Title	Date Available	Game Category	Publisher
Demolition Man (CD)	1st Quarter 1995	Action/Combat	Atari
Doom	Available Now	Action/Combat	Atari
Double Dragon V	1st Quarter 1995	Action/Adventure	Williams
Dragon Lair (CD)	1st Quarter 1995	Adventure	Ready Soft
Dragon: The Bruce Lee Story	Available Now	Combat	Atari
Evolution: Dino Dudes	Available Now	Puzzle/Adventure	Atari
Fight For Life	1st Quarter 1995	Combat	Atari
Flashback	1st Quarter 1995	Action/Adventure	US Gold
Flip Out	2nd Quarter 1995	Puzzle	Atari
Freelancer 2120 (CD)	2nd Quarter	Adventure/Sci-Fi	Atari
Galactic Gladiators	2nd Quarter	Space/Combat	Photosurrealism
Graham Gooch Cricket	2nd Quarter 1995	Sports	Telegames
Hammerhead	2nd Quarter	Flying/Sci-Fi	Atari
Hardball Baseball	2nd Quarter 1995	Sports	Atari
Highlander (CD)	1st Quarter 1995	Action/Adventure	Atari
Hover Hunter	2nd Quarter	Action/Adven	Hyper Image Prod.
Hover Strike	1st Quarter 1995	Action/Combat	Atari
Iron Soldier	Available Now	Action/Strategy	Atari
Jack Nicklaus Golf (CD)	2nd Quarter 1995	Sports	Atari
James Pond 3	2nd Quarter 1995	Action/Adventure	Telegames
Kasumi Ninja	Available Now	Combat	Atari
Legions of the Undead	2nd Quarter	Role Play/Adventure	Atari
Off Road Rally	2nd Quarter 1995	Racing	Time Warner Int.
Phear	2nd Quarter 1995	Puzzle	Atari
Pinball Fantasies	1st Quarter 1995	Arcade	21st Century
Raiden	Available Now	Action/Adventure	Atari
Rayman	2nd Quarter 1995	Action/Adventure	UBI Soft
Redemption (CD)	2nd Quarter 1995	Adventure	Atari

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- more -

Game Title	Date Available	Game Category	Publisher
Robinson Requiem	2nd Quarter 1995	Adventure	Atari
Ruiner Pinball	2nd Quarter 1995	Arcade	Atari
Sensible Soccer	1st Quarter 1995	Sports	Telegames
Soccer Kid	1st Quarter 1995	Sports	Ocean
Soul Star (CD)	2nd Quarter	Action/Sci-fi	Atari
Space Ace (CD)	2nd Quarter	Space/Combat	Ready Soft
Space War 2000	1st Quarter 1995	Action/Adventure	Atari
Syndicate	1st Quarter 1995	Simulation	Ocean
Tempest 2000	Available Now	Action/Adventure	Atari
Theme Park	1st Quarter 1995	Simulation	Ocean
Tiny Toons	2nd Quarter 1995	Action/Adventure	Atari
Trevor McFur In The Crescent Galaxy	Available Now	Action/Adventure	Atari
Troy Aikman NFL Football	1st Quarter 1995	Sports	Williams
Ultimate Brain Games	2nd Quarter 1995	Puzzle	Telegames
Ultra Vortex	1st Quarter 1995	Action/Adventure	Beyond Games
Val D'Isére Skiing and Snow Boarding	Available Now	Sports	Atari
Vid Grid (CD)	1st Quarter 1995	Puzzle/Music Video	Atari
White Men Can't Jump	1st Quarter 1995	Sports	TriMark
Wolfenstein 3D	Available Now	Combat/Action	Atari
Zodiac Fighters	2nd Quarter 1995	Combat	V-Real
Zool2	Available Now	Action/Adventure	Atari

# # #

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MEDIA ALERT

Date: January 10, 1995

Please disregard the January 6th Atari press release, "Atari Announces $199.99 Jaguar Unit." The release was mistakenly distributed with Atari's most recent press kit. New pricing information will be announced shortly.

# # #

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ATARI

Ron Beltramo
Atari Corporation
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ATARI ANNOUNCES MASS MARKET PRICE FOR 64-BIT JAGUAR

Sunnyvale, Calf. (March 21, 1995) -- Atari Corporation today announced that the 64-Bit Jaguar Interactive Multimedia system will have a suggested retail price of under $160.00. This Atari Jaguar system will be called the "64-Bit Power Kit" and includes the Jaguar console, a controller, power adapter and video cable (game cartridge not included). "64-Bit Power Kit" packages will be specially marked to highlight the "Mega-Power, Maximum Value" that the new price point represents.

"With this new Jaguar price, and the great software now available in stores-- with more to come-- the Atari Jaguar will lead the next generation of video games into the homes of America. This price puts the 64-Bit Jaguar within the grasp of a broad market looking for the most advanced system at an affordable price," said Sam Tramiel, President of Atari.

Technological advances have allowed Atari to take this aggressive pricing action, as the cost of components has been reduced through a planned chip set integration and further design advances.

Tramiel further stated, "We are very excited to provide these great values, and look forward to strong sales for both the 64-Bit Jaguar Hardware and Jaguar software.The current library includes such major hits as *Tempest 2000*, *Alien Vs. Predator*, *Doom*, *Troy Aikman Football*, *Val D'Isere Skiing* and *Iron Soldier*. As the Jaguar software library increases with great titles like *Fight For Life*, *Hover Strike*, *Rayman* and *Super Burnout*, we expect solid hardware sales growth. Our Retail Dealers are equally excited about the new pricing, and anticipate that a broad base of consumers will rush to the store to buy the Jaguar."

To launch the new Jaguar unit, Atari will deliver a targeted marketing campaign to build awareness of the new Jaguar system value and the great current games (and pending new titles). Advertising is scheduled to commence in the spring. Special in store merchandising materials have been developed to reinforce the Mega-Power/Maximum Value message and encourage the consumer to "Do the Math".

Atari Corporation markets the Jaguar, the world's first and only 64-Bit interactive multimedia entertainment system. Atari is headquarters at 1196 Borregas Avenue, Sunnyvale, California 94089.

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Tel: (408) 745-2000

ATARI

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Atari Corporation
(408) 745-8852

FOR IMMEDIATE RELEASE

ATARI AND ACCLAIM JOIN FORCES IN MAJOR SOFTWARE DISTRIBUTION AGREEMENT

Sunnyvale, CA, March 22, 1995 -- Atari Corporation (ASE:ATC) and Acclaim Entertainment, Inc. (NASDAQ:AKLM) are proud to announce an agreement which will bring the most popular contemporary video game titles to the 64-bit Atari Jaguar Multimedia system. The new alliance includes three stellar Acclaim titles that Atari will distribute:

* *NBA Jam - Tournament Edition*
- planned release: fourth quarter, 1995.

* *Frank Thomas 'Big Hurt' Baseball*
- planned release: fourth quarter, 1995.

* The third title will be announced later this year for release in early 1996.

"Atari's focus will continue to be to deliver great software on the world's best video game system available. The agreement with Acclaim is substantial milestone in our commitment to the Jaguar gamer," stated Sam Tramiel, CEO of Atari Corporation. "We are delighted to work with Acclaim and to include these titles in the expanding library of Jaguar sports and action games."

NBA Jam - Tournament Edition

With more than 100 NBA players, cross-court slam dunks, new codes and secret characters, Jaguar gamers will not only play basketball, they'll feel it with this fast-paced action experience that features incredible graphics.

Frank Thomas 'Big Hurt' Baseball

Two-time MVP Frank Thomas headlines this innovative title that will feature Thomas' actual baseball movements using Acclaim's motion capture technology.

Atari Corporation markets interactive multimedia entertainment systems and software including Jaguar, the world's first and only 64-bit system, and the only video game system manufactured in the United States. Atari is headquartered at 1196 Borregas Avenue, Sunnyvale, California 94089.

Acclaim Entertainment, Inc. with offices in Canada, France, Germany, Japan, Spain and the United Kingdom, is a leading worldwide entertainment publisher of software and peripherals for major video game hardware systems, personal computer and CD-ROM software, coin-operated arcade games, and comic books. Acclaim also operates motion capture and blue screen studios and A.D.I., a global sales and distribution company for products from a variety of entertainment publishers, including Acclaim, Digital Pictures and Marvel Software. Acclaim, which recently formed a new company with Tele-Communications, Inc. is publicly traded on the NASDAQ National Market System under the Symbol AKLM.

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ATARI

JAGUAR™

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ATARI CORPORATION

CORPORATE FACT SHEET

Headquarters:
- Sunnyvale, California

Business Description:
- The originator of home video game systems, Atari aggressively develops and markets:
  - Interactive multimedia entertainment systems
  - Video titles, multimedia experiences
  - CD multimedia player peripheral and game titles

Mission:
- To provide home users with the world's most advanced, yet affordable, interactive entertainment systems and software.

Distribution:
- Atari sells its systems, peripherals and software through retail outlets across the United States, such as Toys-R-Us, Electronic Boutique and Babbages. International distribution is channeled directly through sales subsidiaries and independent distributors focused primarily in the European Economic Community.

Milestones:
- 1972 - Atari is established in Cupertino, California.
- 1973 - Atari successfully establishes the home video game industry and begins to manufacture and market video games.
- 1976 - Atari's home and video arcade game, "Pong," is the world's most popular video game and Atari is the undisputed leader of the video game industry.
- 1984 - Jack Tramiel, the founder of Commodore Business Machines, and a group of investors acquire Atari from Time Warner.
- 1986 - Atari goes public on the American Stock Exchange, raising more than $54 million.
- 1988 - An international panel of trade editors name Atari's 520ST and 1040ST the "Best Home Computers of the Year."

- more -

Milestones (cont')
- 1990 - Atari undertakes extensive research to determine the needs of the video game market - consumer demand for a 64-bit system becomes clear.
- 1992 - Atari completes development of Jaguar's proprietary 64-bit architecture.
- 1993 - Atari releases Jaguar, the world's first 64-bit interactive multimedia home entertainment system.

Management:
- Jack Tramiel, chairman of the board
- Sam Tramiel, president and CEO
- August Liguori, chief financial officer
- Gary Tramiel, vice president of sales
- Lawrence Scott, vice president of operations
- Ron Beltramo, vice president of marketing
- Bill Rehbock, vice president of software business development

# # #

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- Modem interface to allow friends to play over phone and cable lines
- Network cable to allow play on different systems up to 100 feet apart (Jag Link Cable)
- Virtual reality helmet

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ATARI JAGUAR

64-BIT INTERACTIVE MULTIMEDIA ENTERTAINMENT SYSTEM
FEATURES AND BENEFITS

Atari Jaguar Features	Benefits

Architecture

Unprecedented System Performance

64-Bit Data Bus

- Allows Jaguar to process more than 100 times as much data at one time than 16-bit games and twice as much as 32-bit game systems. This significantly increases speed and lets game players experience superior graphic performance and animation action.

Speed and Graphics

Unmatched Speed, Animation and Color

64-Bit Graphics Chip

- Delivers complex 3-D graphics at high animation speed.

- Packs the screen with 16 million colors in 24-bit true-color during full-speed game play. With Jaguar, each pixel (screen images are made up of thousands and even millions of pixels) can be one of 16 million color combinations, making each video game rich in 3-D color. In addition, an unlimited number of textures can be placed on the screen.

- Allows Jaguar to be connected to television sets in either the United States or Europe. Atari offers different versions of Jaguar, one compatible with NTSC 525-line color-TV systems in the United States and one for PAL 625-line color-TV systems in Europe. Both versions allow for RGB and composite with s-video output.

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- Works closely with the Graphics Processor and the Object Processor to render shaded polygons and move on-screen objects at full bus speed.

- Performs graphic acceleration, delivering a full range of logical operations at the maximum bus speed including special effects such as buffering and shading.

-more-

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MC68000 Chip • Manages secondary processing functions including reading joystick commands and seamlessly distributing these commands to the appropriate system components. The 68000 chip requires a minimal amount of bandwidth to perform its duties, freeing Jaguar resources to perform more complex processing activities.

Special Effects *Realistic, 3-D Animation*

Lighting • Permits Jaguar to automatically illuminate objects based on their location relative to the light source(s). For example, if the video environment is a race track in the evening, the moon light will beam off the tops of the polished racing cars, creating realistic shading.

Morphing • Transforms animate and inanimate objects from one image to another. A frog can become a prince, a lamp may transform into a genie and a battleship can turn into a submarine, all in real time.

Texture Mapping • Wraps simple and complex images onto any 3-D object to achieve special effects like flashing lights, aging and speed. An unlimited number of textures and images can become part of the surface of complex objects.

Transparency • Enhances video scenes where smoke, shadows and/or fog add realism to the game experience.

Warping • Produces realistic simulations of the interaction between physical objects, such as a football bouncing off the ground. It also allows production of cartoon-like imagery.

Audio *CD-Quality Sound*

Digital Signal Processor • Generates CD-quality stereo sound. Games are filled with realistic sampled sounds including human voices, cars racing, jets soaring, as well as a wide range of music and sound synthesis techniques such as wave table, FM, AM and sampled synthesis.

-more-

Design	*Sleek, Futuristic Design*
Black 17-Button Controller	• Lets game players interact with video environments through an advanced 17-button controller that features three fire buttons, two select buttons and a 12-button keypad. Plastic overlays slide onto the 12-button keypad to provide additional options during game play.
ComLynx I/O	• Allows game players to add new external digital and analog interfaces to their Jaguars. Players also can use these ports to connect keyboards, lightguns and mice.
Storage Capacity	*Quick System Response Time*
16-Megabits of RAM	• Enables game players to access an entire 16-megabit game in Random Access Memory space, eliminating the screen performance delays found in traditional consumer entertainment devices.
Compression	*High Quality Game Playback*
ROM Cartridge	• Supports up to 48 megabytes of compressed or uncompressed code. Enables complex games to run on Jaguar without any degradation in speed or quality.
Expansion Features	*Future Options*
8-Megabit per Second Synchronous Serial Port	• Provides game players with the flexibility to add new peripherals, such as modem interfaces and virtual reality devices. A high-speed telephone interface planned for early 1995 will let users play against friends over phone lines or connect with national networks.
CD Player Peripheral	• Available for 1st quarter 1995, this peripheral will allow game players to play video games with CD audio and full-motion video via CD-ROM.

# # #

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Atari   Edelman Public Relations
408/745-8852   415/968-4033

ATARI JAGUAR

64-BIT INTERACTIVE MULTIMEDIA ENTERTAINMENT SYSTEM

TEN QUESTIONS ABOUT JAGUAR'S 64-BIT TECHNOLOGY

1. *What does 64-bit mean?*

"64-bit" refers to the amount of data Jaguar can process at one time. Because Jaguar processes data 64 bits at a time -- versus 8, 16 and 32 bits for other video game systems -- Jaguar delivers unprecedented animation speed, true-color graphics and stereo CD-quality sound. Jaguar is the world's first and only 64-bit interactive multimedia home entertainment system.

2. *What are the main differences players will notice when using 64-bit systems as compared to conventional machines and newer 32-bit systems?*

The biggest difference players will notice is an enormous increase in the overall speed and smoothness of objects in motion on the screen. Game players can manipulate and respond to game action much more quickly and objects travel at higher animation speeds. In addition, players will notice a significant improvement in the appearance of their video games -- colors are brighter and more numerous, graphics appear clearer and extremely realistic, 3D objects feature multi-textured surfaces, special effects are more sophisticated and games include true-to-life lighting and shadows. Game realism also is enhanced by sound effects generated in CD-quality audio.

3. *How does Jaguar achieve its 64-bit processing power?*

Jaguar achieves its processing power through an advanced architecture that features a 64-bit data bus. This bus acts like a 64-lane freeway, permitting data "traffic" to flow 64-bits at a time. The following five processors work together to move data through the bus:
- The Atari-proprietary 64-bit Graphics Processing Unit (GPU) with RISC technology -- responsible for delivering Jaguar's complex 3D graphics at high animation speed
- The Atari-developed 32-bit Digital Signal Processor -- delivers Jaguar's CD and stereo sound capabilities
- The Object Processor -- provides an advanced video environment
- The Blitter Graphics Accelerator -- rapidly manipulates and copies images
- The 68000 16-bit processor -- manages secondary processing functions

- more -

4.   *If Jaguar includes a 16-bit processor, how can it be a true 64-bit system?*

Jaguar is a true 64-bit system because it moves data through a 64-bit data bus. While it includes a 16-bit processor, this processor plays a support role in system performance. This processor acts as a necessary, but less important stage hand -- managing secondary processing functions, such as reading joystick commands and distributing workloads to system components.

5.   *In video game systems, what is the relationship between processing speed and video graphics?*

The processing speed of a video game platform has a direct relationship to the quality of video graphics it is capable of generating. When graphics are complex and include many colors, the system needs more power to maintain high-quality animation speeds from cartridge to screen without degradation.

Atari Jaguar's 64-bit processing speed allows the system to display more than 16 million colors with an animation speed greater than 850 million pixels per second. This means Jaguar's 3D graphics are very realistic, with bright colors and fast moving action.

This performance is significantly better than that of 32-bit machines, which display 16.7 million colors but move only 64 million pixels per second. In other words, 32-bit systems have just as much color traffic as Jaguar, but they try to squeeze the same number of colors onto a 32-lane highway instead of a 64-lane freeway. This can result in grainier graphics, fewer colors used and slower animation speed.

6.   *How did Atari manage to surpass the slower 32-bit systems?*

Atari Corporation moved ahead of 32-bit systems when the company's management made a commitment to meet consumer demands by creating the first 64-bit gaming system. Atari backed this commitment with resources, including the world's finest engineers and the industry's most experienced management team. This combination of vision, dedication and talent allowed Atari to build Jaguar's proprietary 64-bit hardware and deliver Jaguar to customers while the company's competitors were still struggling to develop and market less powerful products.

7.   *How can Atari offer advanced 64-bit technology at such a competitive price?*

Jaguar retails for $249.99 (bundled with one video game), when much less powerful systems are selling for $400 and up. Atari can offer the world's most advanced video game system to consumers at such an affordable price because the company:

- Retains the world's best team of engineers, allowing Atari to reduce Jaguar's time-to-market by ensuring the development cycle was efficient and the design was high quality;
- Founded the video game industry and applied more than 20 years of expertise to the cost-efficient development of Jaguar;
- Is the sole investor in Jaguar and thus, operating overhead is much lower than with competitive systems in which multiple investors receive a portion of the profits.

8.   *How do game developers benefit from Jaguar's 64-bit processing power?*

Creatively, Jaguar's 64-bit processing power gives developers the flexibility to create revolutionary video games that are much richer in color, animation, texture and sound than traditional game systems. With Jaguar, developers can focus more time on the creative process and construct real-time 3D worlds.

9.   *What will be the industry standard for interactive multimedia performance?*

Atari's Jaguar has moved ahead of the competition to set the industry standard for interactive multimedia performance and value. Jaguar's 64-bit technology gives players the features and functionality they need today. It also will supply Jaguar owners with the power and peripherals, such as a CD Player, modem and virtual reality helmet, to ensure they can move successfully into the future. It will be quite some time before players and developers exhaust Jaguar's potential.

10.   *What lies ahead for Jaguar users?*

Jaguar's advanced 64-bit technology allows users to expand the system's capabilities by adding peripherals without decreasing system performance. Jaguar enthusiasts can look forward to the release of challenging new game titles such as *Fight for Life*, *Hover Strike* and *Rayman* as well as Jaguar's double-speed CD player peripheral. Atari also is in the process of developing a Jaguar virtual reality helmet and a modem interface which lets users play each other over phone lines or connect with national networks.

# # #

First Half 1995 Media/Promotion Calendar

JAGUAR™

	January	February	March	April	May	June
National Cable Television	JAGUAR	JAGUAR	JAGUAR	JAGUAR	JAGUAR	JAGUAR
National Syndication	JAGUAR	JAGUAR	JAGUAR	JAGUAR		
Spot Television (19 Top Markets)	JAGUAR	JAGUAR	JAGUAR		JAGUAR	JAGUAR
National Video Game Magazines	JAGUAR	JAGUAR	JAGUAR	JAGUAR	JAGUAR	JAGUAR
Free Cartridge/Controller Promotion	JAGUAR	JAGUAR	JAGUAR	JAGUAR		
Launch of Base Jaguar with over $100 in coupons good on purchases of Jaguar Software	JAGUAR	JAGUAR	JAGUAR	JAGUAR	JAGUAR	
Dealer Incentive Program		JAGUAR	JAGUAR	JAGUAR		
Instore Merchandising	JAGUAR	JAGUAR	JAGUAR	JAGUAR	JAGUAR	JAGUAR
Public Relations Campaign	JAGUAR	JAGUAR	JAGUAR	JAGUAR	JAGUAR	JAGUAR

ATARI JAGUAR JANUARY-JUNE 1995 TELEVISION PLAN

	January	February	March	April	May	June
National Cable	1/2 - 1/30 17 TRPS/wk 4 wks	2/6 - 2/27 17 TRPS/wk 4 wks	3/6 - 3/27 17 TRPS/wk 4 wks	4/3 - 4/24 17 TRPS/wk 4 wks	5/1 - 6/51 17 TRPS/wk 4 wks	
National Syndication	1/2 - 1/30 25 TRPS/wk 4 wks		2/26 - 3/13 25 TRPS/wk 3 wks	4/3 - 4/10 25 TRPS/wk 2 wks	5/22 - 6/5 25 TRPS/wk 3 wks	
Top 19 Spot T.V. Markets	1/2 - 1/30 100 TRPS/wk 4 wks		2/27 - 3/13 100 TRPS/wk 3 wks	4/3 - 4/10 100 TRPS/wk 2 wks	5/22 - 6/5 100 TRPS/wk 3 wks	

National Cable programming includes Sports programming (ESPN/Tuner) with shows like Sport Center, NCAA Basketball, NBA Basketball; MTV;USA and Turner Broadcasting with programs like World Wrestling, Prime Time Movies; Comedy Channel, Sci-Fi Channel, ESPN 2.

National Syndication includes shows like The Simpsons, Married with Children, Baywatch, Hercules, Vanishing Son, Star Trek, Cops, Babylon 5, World Wrestling Federation, Highlander, Thunder in Paradise, Robocop.

Top 19 Spot Markets are Austin, Boston, Chicago, Dallas, Los Angeles, New York, Philadelphia, San Francisco, Washington D.C., Baltimore, Greensboro, Miami, Orlando, Phoenix, Raleigh, Sacramento, St. Louis, San Diego, Tampa. Programming to include sitcoms (like The Simpsons, Married with Children, Rosanne), Sports (NCAA/NBA Basketball), Sci-Fi (Star Trek, Babylon 5), Action (Vanishing Son, Hercules, Highlander) and Movies.

Jaguar First Half 1995 Television Advertising Campaign

- Total of 22 weeks on Air with Targeted Advertising*
  - 22 weeks National Cable
  - 12 weeks National Syndication and 19 Top Spot Markets **

- Total of 1874 Target Rating Points
  - 97% Reach (91% 3 + Times)
  - 19.4 Frequency

- Total of 500 Million Targeted Media Impressions
  - 180 Million Via National Cable and Syndication ***
  - 320 Million Via Spot Television (19 Markets)

*Note: Target Audience is Males 12-34

** 19 Top Spot Markets cover over 38 % of the United States
  - Plan delivers 1200 TRPS/96% Reach (85% 3+ Times) / 12.5 Frequency

*** National Cable/Syndication
  - Plan delivers 674TRPS/91% Reach (71% 3+ Times) /7.4 Frequency

ATARI CORPORATION JAGUAR PRINT SCHEDULE

	January	February	March	April	May	June
EGM/EGM2		CD (Spread)	CD (Spread)	CD (Spread)		
		IS (Page)	FFL (Page)	FFL (Page)	3 Pages	3 Pages
	IS (Page)					
GamePro		CD (Spread)	CD (Spread)	CD (Spread)		
	Doom (Page)	CF (Page)	FFL (Page)	FFL (Page)	3 Pages	3 Pages
	CF (Page)					
	IS (Page)					
Video Games			CD (Spread)	CD (Spread)		
	Doom (Page)	IS (Page)	FFL (Page)	FFL (Page)	3 Pages	3 Pages
	CF (Page)					
	IS (Page)					
DieHard		CD (Spread)	CD (Spread)	CD (Spread)	3 Pages	3 Pages
		IS (Page)	FFL (Page)	FFL (Page)		
	IS (Page)					
Game Informer	CF (Page)	KN (Spread)	CD (Spread)	CD (Spread)	2 Pages	2 Pages
	IS (Page)	CF (Page)	FFL (Page)	FFL (Page)		
Next Generation	Doom (Page)	CD (Spread)	CD (Spread)	CD (Spread)	2 Pages	2 Pages
	IS (Page)	----------		FFL (Page)		
Electronic Game	----------	CD (Spread)	CD (Spread)	CD (Spread)	2 Pages	2 Pages
	----------	IS (Page)	FFL (Page)			
Game Players	----------	IS (Page)	CD (Spread)	CD (Spread)	2 Pages	2 Pages

Key: LGB = Let The Games Begin
AVP = Alien Vs. Predator
KN = Kasumi Ninja
Doom = Doom
CF = Checkered Flag
IS = Iron Soldier
CD = Jaguar CD
FFL = Fight For Life

Jaguar Free Cartridge and Controller Promotion

* Deliver $85.00 in Retail Value by mail to consumers with purchase of Jaguar System (including Cybermorph/ $249 SRP)

   - Consumer chooses between Wolfenstein 3D and Tempest 2000 for free cartridge ($59.99 value)

   - Consumer also receives 1 free controller ($24.99 value)

* Promotion offer available January 15, 1995 through April 30, 1995

   - Offer delivered via Counter Card/Tear Pads at retail

Jaguar System With Over $100 in Rebate Offers

* Launch Jaguar Base System (No game included - $199 SRP) with $106 in coupons good on Jaguar Software/CD Purchases (Rebates by mail)

  - Offer delivered in Jaguar Boxes (in package/highlighted on package)

  - Offer communicated via Counter Card/Signage at store level.

  - Offer available late January 1995 through May/June 1995

* This High Value offer will also be delivered to Jaguar owners via Jaguar Warranty Card List, Major Game Books and the Internet (via Compuserve, Genie, etc.)

* Expect to dramatically accelerate purchases for Jaguar !!

*Rebates by mail for the following Jaguar Products:

* $10 Back with purchase of Dino Dudes
* $10 Back with purchase of Raiden
* $10 Back with purchase of Trevor McFur
* $10 Back with purchase of Tempest
* $ 5 Back with purchase of Wolfenstein 3D
* $10 Back with purchase of Checkered Flag
* $ 7 Back with purchase of Doom
* $ 7 Back with purchase of Alien Vs Predator
* $ 5 Back with purchase of Iron Soldier
* $ 7 Back with purchase of Kasumi Ninja
* $ 5 Back with purchase of Zool 2
* $10 Back with purchase of Dragon:The Bruce Lee Story
* $ 5 Back with purchase of Bubsy
* $ 5 Back with purchase of Val d'Isere Sking & Snowboarding

Booth 1147, South Hall

FOR IMMEDIATE RELEASE

Contact: <u>For Atari Corp.</u>   <u>For Virtuality U.S.</u>   <u>For Virtuality UK</u>
        Jessica Nagel   Allison Ellis   Helen Horner/Ben Vaughan
        Dorf & Stanton   Edelman Public Relations   VIRTUALITY Group plc
        (310) 479-4997   (214) 354-2164 (during E3)   (214) 354-2164 (during E3)
                        (214) 520-3555 (after E3)   011-44-116-233-7082 (after E3)

<u>ATARI AND VIRTUALITY PREVIEW FIRST VIRTUAL REALITY GAME SYSTEM FOR THE CONSUMER MARKET AT E3</u>

Affordable 64-bit Jaguar VR sets industry standards; available by end of year.

LOS ANGELES (May 11, 1995) -- The Jaguar VR, the world's first fully immersive virtual reality game system for the consumer market, was unveiled today at E3. It is being developed jointly by **Atari Corporation**, developer of the world's first 64-bit game system, and VIRTUALITY Group plc, the global market leader in VR systems.

The **Jaguar VR** incorporates VIRTUALITY's revolutionary new VR head-mounted display (HMD) and optional track joystick, offering unequaled display, audio, and tracking features. Atari's Jaguar VR sets an impressive industry standard for home virtual reality systems and has been designed with the highest international health and safety regulations in mind.

According to Sam Tramiel, President of **Atari,** "There is not one consumer VR product that can compete with the Jaguar in terms of price, performance and quality. The **Jaguar VR** has been designed with human factors in mind and sets the standard for the industry to follow. We are committed to delivering great experiences and entertainment."

<div align="center">-more-</div>

The proprietary, ergonomic HMD weighs less than 1 pound and easily adjusts to comfortably fit users, with or without glasses. It features a custom-designed optical pupil projection system and a full-color active matrix LCD screen. In addition, the HMD's 3D spatialized sound system has been enhanced by placing speakers at the player's temple, with sound projected back to the ears allowing for peripheral hearing. A built-in microphone allows networked players to talk with each other.

A docking station, which links the **Atari Jaguar** system to the HMD and joystick, houses the technologically advanced "V-Trak" infrared tracking. This is the fastest tracker ever developed for consumer application, reacting to real-time head and hand movements with no perceptible lag time in the virtual world.

In addition, **Jaguar VR** is designed to be used only when a player is sitting with the unit stationary on a flat surface. If a player attempts to walk around while immersed in the game, an automatic cutoff will be triggered.

Players who own an **Atari Jaguar** will be able to upgrade by plugging **Jaguar VR** into their existing system. The **Jaguar VR** has a targeted retail price of $300.

Jaguar VR Software Development

Through a software licensing agreement, VIRTUALITY is developing immersive virtual reality games for the Atari Jaguar VR. Atari's classic home and arcade hit *Missile Command* is being recreated in VR format by VIRTUALITY and will be available by the end of the year. In addition, the popular VIRTUALITY arcade title *Zone Hunter* will also be available for Jaguar VR with the system introduction. Discussions are also underway with a number of third-party developers for the creation of future games that take advantage of this unique technology to create new experiences.

-more-

"The combination of Jaguar's 64-bit graphics processing power and our IVR technology has produced a phenomenal, fully integrated VR consumer product which has no competition," said Jon Waldern, CEO of VIRTUALITY Group plc. "This system expands the boundaries of the in-home interactive games market and sets a new standard for others to try to achieve."

Founded in 1987 in Leicester, England, VIRTUALITY Group plc. is the world's leader in immersive virtual reality entertainment systems worth more than 80 percent global market share. VIRTUALITY Entertainment, Inc. headquartered in Irving, Texas, was established in 1993 as the U.S.-based subsidiary to oversee all North American operations, sales, market development and distribution for its parent company.

Atari has been in the video game business for over twenty years. Today, Atari markets Jaguar, the only American made, advanced 64-Bit entertainment system. Atari Corporation is located in Sunnyvale, CA.

****

JAGUAR VR SYSTEM

FEATURES AND TECHNOLOGY FACT SHEET

Head Mounted Display (HMD)

Less than 1 pound. Two degrees of freedom (DOF) tracking, stereo sound, and 52° horizontal by 40° vertical field of view. Uses a single 0.7" TFT active matrix color LCD containing 104,000 pixels.

Optical System

Custom-designed pupil projection with aspheric acrylic lenses, beam splitters, mirrors and thin film coatings. Large exit pupil size of 5mm x 14mm. Can be used by anyone with an interpupiliary distance between 45mm and 70mm.

Focus Adjustment:

There is no need for focus adjustment because the optical system is highly tolerant, projecting a binocular image, aligned to infinity to both eyes.

Tracking System

"V-Trak" is the fastest tracker ever developed for the consumer market, with a sample rate of 250 Hz and a lagtime of only 4 milliseconds.

Optional Joystick

Offers two of six degrees of freedom, allowing greater control over movements in the virtual world. Jaguar VR games can also be played with the standard Jaguar game controller.

Docking Station

Houses "V-Trak" position sensing system, a joystick interface and high-speed communications link to the Jaguar for transferring audio and visual tracking data.

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Dorf & Stanton Communications
(310)479-4997

ATARI CONTINUES TO EXPAND JAGUAR PERIPHERALS

SUNNYVALE, CA (May 11, 1995) -- Atari continues to provide new gaming options for owners of its 64-bit Jaguar Interactive Entertainment System. Key products to enhance the Jaguar play experience hit the marketplace in 1995, with many more to come. "Since Jaguar has already made the leap to 64-bit technology, we can now focus on providing even more value to consumers by expanding the system with new and innovative peripherals," says Sam Tramiel, CEO of Atari Corporation.

One of the Jaguar extras is the much anticipated multimedia compact disc (CD) player. Priced at approximately $150, the Jaguar CD player attaches to the top of the Jaguar console. The Jaguar CD plays many new CD games, including *Battlemorph, Highlander, Blue Lightning, Demolition Man, Myst, and Creature Shock* in addition to playing standard audio disks. The Jaguar CD player provides 790 megabytes of raw data storage, allowing video game programmers to incorporate more complex digitized images, full-motion video sequences and high-quality audio soundtracks. This powerful double-speed CD player also provides fast access speed for smoother game play, and its massive data capacity gives users better graphic detail, expanded plot lines and more characters for an overall enhanced video game experience. Additionally, built into the unit is the Virtual Light Machine (TM), which creates and displays 81 different light patterns on the video screen in response to music played through the system.

-more-

Mr. Tramiel says about the system, "The combination of the most advanced technology, sophisticated software and affordable consumer pricing sets Jaguar apart from all competitors." Target ship date for the CD player is August, 1995.

For around $30, Jaguar owners can take advantage of the Jag Link (TM), which allows users to play competitively side-by-side. The Jag Link enables users to connect two Jaguar systems for simultaneous game playing up to 100 feet apart. The Jag Link uses standard RJ11 phone line cable for linking two Jaguar systems.

Team Tap (TM) is a new peripheral that for around $25 enables competitive, simultaneous play for up to four players on one Jaguar. The peripheral, which debuts with the new title *White Men Can't Jump*, provides players with a two-on-two playground simulation experience. With two Jaguar systems and Team Tap, the competitive play can be expanded up to eight players.

In addition, the Jaguar Voice/Data Communicator gives players the ability to link up over the phone. Developed by fax-modem-voice technology experts, Phylon Communications, the new technology permits two players to compete using a phone connection. Players can speak with each other during game play through the use of a headset. With the utilization of a "call waiting" feature, players can also pause a game to answer a phone call.

Atari has been in the video game business for over twenty years. Today, Atari markets Jaguar, the only American made, advanced 64-Bit entertainment system. Atari Corporation is located in Sunnyvale CA.
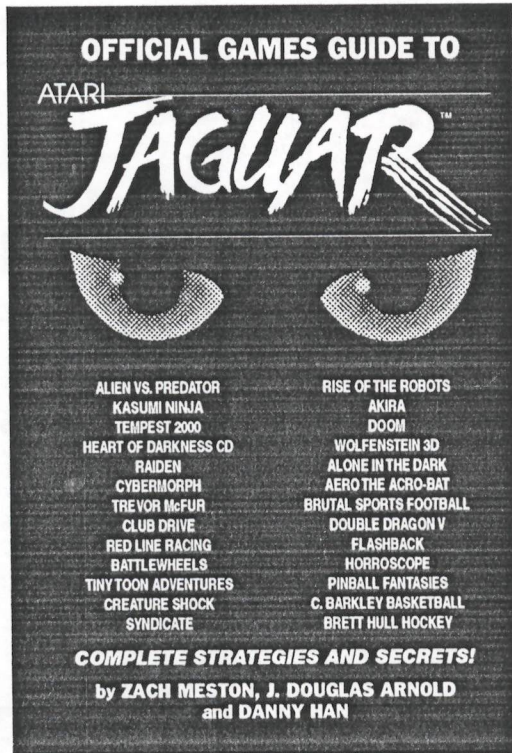
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ATARI JAGUAR™ OFFICIAL GAMES SECRETS

All Atari Jaguar owners will need the secrets in this official guide! 250,000 software boxes contain information urging players to buy this official book.

OFFICIAL GAMES GUIDE TO ATARI JAGUAR™

ALIEN VS. PREDATOR
KASUMI NINJA
TEMPEST 2000
HEART OF DARKNESS CD
RAIDEN
CYBERMORPH
TREVOR McFUR
CLUB DRIVE
RED LINE RACING
BATTLEWHEELS
TINY TOON ADVENTURES
CREATURE SHOCK
SYNDICATE

RISE OF THE ROBOTS
AKIRA
DOOM
WOLFENSTEIN 3D
ALONE IN THE DARK
AERO THE ACRO-BAT
BRUTAL SPORTS FOOTBALL
DOUBLE DRAGON V
FLASHBACK
HORROSCOPE
PINBALL FANTASIES
C. BARKLEY BASKETBALL
BRETT HULL HOCKEY

COMPLETE STRATEGIES AND SECRETS!

by ZACH MESTON, J. DOUGLAS ARNOLD and DANNY HAN

"A detailed strategy guide no serious Jag player should be without."
-- Travis Guy, editor, Atari Explorer Online

The Atari Jaguar is the most intense video game system on the market. With a mind-blowing 64-bits of mega-power, the graphics and sound are light years beyond what players have seen and heard before.

This book is filled to the margins with essential information for this radical new machine, and the only officially licensed and endorse guide by Atari.

- Complete secrets and strategies for the hottest Jaguar games of the 1995 season.
- Required for all game players to fully enjoy their video games.
- Games explained completely to the end.
- Maps, codes, high scoring strategies.
- A Buyer's Guide with descriptions of every Atari Jaguar game on the market, and previews of upcoming games. ·
- Interviews with Jaguar game developers.
- A Tech Specs chapter written by Atari game developers.

Atari Jaguar: The Official Games Secrets by Zach Meston and J. Douglas Arnold
288 Pages, 7.25" X 9.25" Trade Paperback, $16.95 • ISBN 1-884364-13-6 • Over 600 illustrations
Publication Date:July 14, 1995 • Sandwich Islands Publishing

ZACH MESTON is the author of 26 video gaming strategy books. As a Contributing Editor to VideoGames magazine, he writes a regular column and many game reviews. He writes for Wired, Computer Player, GamePro and Compute magazines.
J. DOUGLAS ARNOLD is the author of 20 video gaming strategy books. He also writes for GamePro and VideoGames magazines.

THE FOLLOWING DETAILED CHAPTERS ARE PLANNED:

Alien vs. Preditors	Dragon: Bruce Lee Story	Temperst 2000
Brutal Sports Football	Flashback	Theme Park
Blue Lightening (CD)	Hover Strike	Trevor McFur
Bubsy	Iron Soldier	Ultra Vortex
Cannon Fodder	Kasumi Ninja	Wolfenstein 3D
Cybermorph	Raiden	Zool 2
Doom	Rayman	

ORDER INFORMATION: JOE HARABIN, SANDWICH ISLANDS PUBLISHING, 31 KAI PALI PLACE, LAHAINA, MAUI, HAWAII 96761 • (808) 661-5844 • FAX: (808) 661-9878

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ADDITIONAL GAME DESCRIPTIONS FOR 1995 JAGUAR RELEASES

Battlemorph (CD)

One of the most realistic 3-D shooter/explorer games to date, Battlemorph picks up where Cybermorph left off. This sequel will have more unique worlds, more elaborate missions, and both underwater regions and underground tunnels to explore. Players can use the various formations of the War Griffon to battle into enemy territory, using fighter, tank and amphibious forms to gain the edge over enemies.

Battle Sphere

800 years into the future, the seven dominant races in the galaxy are in a constant state of war. Recently, these adversaries have agreed to confine their hostilities to a small sector of space known as the Battle Sphere. Players fly an assortment of ships, ranging from high speed fighters to near-indestructible capitol ships, to kill or be killed and conquer the galaxy.

Blue Lightning (CD)

Gamers pilot a chosen plane from a squadron of United Nations operatives as they fight to stop General Drako, the UN member turned terrorist. Players design flight plans and use their quick maneuvering skills to destroy key enemy locations and bases. Players also protect cargo planes and other UN planes transporting important government officials.

Burn Out

The 64-bit motorcycle has arrived! Race against the computer, the clock or friends on eight different high-speed tracks. With a whopping 60 frames per second animation and CD-quality sound with 12 heart-thumping soundtracks from which to choose, this game is sure to keep players off their seats if they can keep their cycles on the track.

Cannon Fodder

War may be hell, but this new title is heaven for gamers who enjoy realistic combat action and never ending challenges. Players negotiate arctic wastelands to find the scud missile factories, plow through the steamy jungle to protect the natives from advancing tanks and scourge the desert to track down the President's abandoned helicopter.

Double Dragon V

With 4 levels of game play, 10 different battle locations, 12 unique characters, and 1 different musical scores, *Double Dragon V* is much more than double your average fighting game. After reading characters' dossiers, players can customize game play, controls, and even their character's special attributes to create fighting machines never seen before on any platform.

Fight for Life

This 3-D fighting game is set in hell, with each character striving for the ultimate prize: the chance to gain redemption and live again. Players choose one fighter from among eight different characters. They then battle the remaining characters one-by-one and proceed to the final showdown with the end boss. As they defeat each opponent, players can select up to two of each character's five special moves, in effect creating their own truly unique fighting character.

Flashback

Players take a 64-bit journey through alien worlds in the role of Conrad Hart in this award winning sci-fi action/adventure. As Hart, gamers seek their memory and attempt to foil an alien plot to dominate the earth.

Hover Hunter

The age of limitless resources and vast armies is over. The battlefield now belongs to the elite; those with the speed, firepower, reflexes and intelligence to get the job done fast and done right. As pilot of a high-speed attack hovercraft, gamers man the most powerful tool utilized in this struggle for complete global domination.

Hover Strike

Players pilot a futuristic hover tank through a variety of 3-D texture mapped territories as they battle an army of enemy armored vehicles. At your disposal is rapid fire cannons, powerful missiles, an on-board radar and protective shields. This 3-D action is only available as a result of Jaguar's 64-bit technology.

Phear

With more than 65,000 screen colors and 70,000 polygons per second, *Phear* is the ultimate puzzle challenge. Players have a limited amount of time to place a hovering geometric shape completely on top of its double on the sphere. This 64-bit challenge promises to keep gamers busy for hours on end.

Pinball Fantasies

Go ahead, nudge the table a bit, *Pinball Fantasies* is that real! Players can choose from four different challenging pinball games with thousands of screen colors and stereo sound. This game will definitely save the pinball enthusiast a few quarters.

Off Road Rally

To the victors go the spoils in this fast action, arcade style, 3-D racing game based on the World Rally Championships. Players race on dozens of courses with a variety of terrain and weather conditions to win thousands in prize money. Players spend their prize money on repair costs for their existing cars or buy a newer, faster car altogether.

Rayman

Rayman lives in a fantasy land beyond the reaches of the universe. The land is inhabited by Electoons who live a free and easy life controlled by the Great Proton. One day, the evil Mr. Black steals the Great Proton and Rayman's world becomes unbalanced and chaotic. In order to restore peace and harmony to his world, Rayman must defeat Mr. Black and retrieve the Great Proton.

Sensible Soccer

Players kick, pass and even slide tackle their way to victory on fields with genuine player to field proportions and perspective in tournaments ranging from the Euro-Cup to the World Championship in the most addictive and playable soccer game available.

Space War 2000

As a space knight, gamers vie for glory, honor, fame and fortune in this first-person perspective 3-D adventure. With the proceeds from each successful intergalactic joust, players can procure multiple weapons to defeat the enemy and have their name cast for eternity in "The High Score Table."

- more -

Syndicate

A rival Syndicate has gained full control of the population via a mind-altering techno drug known as CHIP. Gamers play an ambitious executive in the Syndicate, hand-picked to lead a team of CHIP-induced Cyborg mercenaries on a quest to infiltrate and seize opposing Syndicate territories. This award-winning PC smash comes alive with the 64-bit technology of Jaguar.

Theme Park

As designer/builder/operator of Theme Park, players construct the world's greatest amusement park. You choose the land, hire the staff, build the rides, operate the food stands and novelty shops ... even monitor the day-to-day activities and customers' reactions to the spectacular 27 rides. But make your decisions wisely. You wouldn't want your customers throwing crab cakes and busting tables at Long John Roger's Fish Stick Emporium.

Troy Aikman NFL Footbal

It's only appropriate that the best player in football have his own video game on a system with the best technology available. Player(s) choose among all 28 NFL teams, three season modes, three difficulty levels, 54 offensive and 27 defensive configurations, six field options, variable quarter lengths and more. The 64-bit technology of Jaguar assures gamers the most sophisticated graphics and game play available in a football-style video game.

Ultra Vortex

Players become one of ten eye-popping, bone-crunching warriors of the underground who battle it out in mind-bending arenas carved from the living rock, with one goal in mind: Defeat the dreaded Guardian of the Vortex. This game features a "lock-out" code to limit violence within game play.

Val d'Isére Skiing and Snowboarding

Cut the slopes on some of the steepest mountainsides on earth! *Val d'Isére Skiing & Snowboarding* is a wild winter challenge where speed is guaranteed. Train and compete on the slopes of France's world famous Val d'Isére Ski Resort.

- more -

White Men Can't Jump

Trash talk runs rampant on this in-your-face, two-on-two, blacktop basketball shootout. Automatic camera control zooms in and swings around to catch all the action in this fast-paced, hard playing new sports game for the 64-bit Atari Jaguar.

# # #

ATARI® JAGUAR — ADVERTISING/PROMOTION SCHEDULE

Activity	Details	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
NATIONAL TELEVISION CABLE/SYNDICATION	9/4 Through 12/11 / 15 Weeks / 240 TRPs / 103 Mill. Impressions			JAGUAR	JAGUAR	JAGUAR	JAGUAR
GAMING/CONSUMER MAGAZINES	8 Major Game Magazine / Sports Illustrated / 20 Mill. Impressions	JAGUAR	JAGUAR	JAGUAR	JAGUAR	JAGUAR	JAGUAR
EGM SUPER TOUR	8/26 Through 11/12 / 12 Major Malls / 4 Interactive Kiosks		JAGUAR	JAGUAR	JAGUAR		
SPORTS ILLUSTRATED CAMPUS FEST TOUR	8/23 Through April '96 / 26 Major College Events / 8 Interactive Kiosks		JAGUAR	JAGUAR	JAGUAR	JAGUAR	JAGUAR
USA VIDEOGAMES & PC GAMES TOUR	9/16 Through 12/23 / 18 Major Malls / 8 Interactive Kiosks			JAGUAR	JAGUAR	JAGUAR	JAGUAR
FREE CONTROLLER PROMOTION	In-Store Promotion / Counter-Cards / Tear-Pads	JAGUAR	JAGUAR	JAGUAR			
IN-STORE MERCHANDISING	Signage / Banners / Counter-Cards / Videos / Retailer Tie-Ins	JAGUAR	JAGUAR	JAGUAR	JAGUAR	JAGUAR	JAGUAR
PUBLIC RELATIONS CAMPAIGN	Press Releases / Media Tours / Media Mailings	JAGUAR	JAGUAR	JAGUAR	JAGUAR	JAGUAR	JAGUAR
CONSUMER MAILINGS	New Game Releases / New Peripherals / Postcards to Installed base	JAGUAR	JAGUAR	JAGUAR	JAGUAR	JAGUAR	JAGUAR

SEPTEMBER 1995

ATARI®

JAGUAR™

NATIONAL CABLE / SYNDICATION

- **September through December 1995**

- 15 weeks on air

- 103 Million Target Impressions

- **Total of 240 Target Rating points**
  40% Reach (24% Reach 3 + Times)

  6.0 Frequency

PROGRAMMING

- Syndication: *The Wayans Brothers (WB), Unhappily Ever After (WB), Baywatch, American Gladiators, The Hitchhiker, HBO Comedy Specials, World Wresting Federation.*

- Cable: *NFL on TNT, ESPN NCAA Football, ESPN NHL Hockey, ESPN Sportscenter, ESPN NFL Films, USA Weird Science, Comedy Channel, Sci-Fi Channel.*

ATARI CORPORATION
NATIONAL TELEVISION SCHEDULE
SEPTEMBER – DECEMBER 1995

ATARI® JAGUAR™

STATION-DAY-TIME PERIOD-PROGRAM	9/4	9/11	9/18	9/25	10/2	10/9	10/16	10/23	10/30	11/6	11/13	11/20	11/27	12/4	12/11	Total	M18-34 RTG	(000)	M12-17 (000)	M12-34 (000)
TNT: NFL PRE-GAME	1	1	1		1											4	.9	289	45	334
TNT: NFL IN-GAME		1	1			1										1	6.2	1,956	322	2,278
TNT: NBA - INSIDE THE NBA SOLD OUT							6									6	0.7	229	61	290
TNT: NBA - McDONALDS OPEN 2 GAMES																	0.6	210	57	267
TBS: ATLANTA BRAVES	7	7	5													19	1.8	579	130	709
ESPN: COLLEGE FOOTBALL	1	1	1	1	1	2										7	0.8	252	63	315
ESPN: NFL FILMS	1	2	1		2	2	2	2	2	2		2				20	1.1	341	64	405
ESPN: NHL IN-GAME								1	1	1	2					3	0.4	114	60	174
ESPN: SPORTSCENTER: M-F 10-11A	1						1	1	1	1						4	0.4	118	32	150
ESPN: SPORTSCENTER: M-F 12-1P		1	1					1	1	1	1					6	1.4	439	157	596
ESPN: SPORTSCENTER: M-Sa 7-9A												1				2	1.5	478	201	679
ESPN: SPORTSCENTER: M-Su 6:30-7:30A							1	1	1							2	0.9	291	60	351
ESPN: SPORTSCENTER Tu-F 2:30A									1							1	0.4	125	47	172
ESPN: YOUTH BLOCK M-Th 4-6P							1	1								2				
TOTAL																77	69.8	22,131	5,615	27,746

NOTE: STILL WAITING FOR MOVEMENT ON ESPN

VISION #1

ATARI CORPORATION
NATIONAL TELEVISION SCHEDULE
SEPTEMBER - DECEMBER 1995

ΛATARI JAGUAR™

STATION-DAY-TIME PERIOD-PROGRAM	9/4	9/11	9/18	9/25	10/2	10/9	10/18	10/23	10/30	11/6	11/13	11/20	11/27	12/4	12/11	Total	M18-34 RTG	(000)	M12-17 (000)	M12-34 (000)
COMEDY CENTRAL: M-F 7-10A	1	3	3	5	4	4	4	4	4	4	4	4	4	4	5	57	.1	13	1	14
COMEDY CENTRAL: M-F 10A-2P		1	2	4	5	5	5	5	5	5	5	5	5	5	5	62	.1	20	5	25
COMEDY CENTRAL: M-F 2-5P	2	1	1	4	5	5	4	5	4	4	5	4	5	5	4	58	.1	30	8	38
COMEDY CENTRAL: M-F 5-8P		3	1	2	1	1	2	1	2	1	1	2	1	1	1	20	.1	58	15	53
COMEDY CENTRAL: M-F 8-11P S/S 7-11P	1	2	3	1		1	1	1	1	1	1		1	1	1	13	.1	44	12	56
COMEDY CENTRAL: M-SU 11P-2A	2	2	2		1		1		1	1		1	1	1	1	14	.1	35	6	41
COMEDY CENTRAL: M-SU 2-4A	2	8	9	5	6	5	5	5	6	5	6	5	6	5	6	84	.1	29	3	32
SCI-FI: M-F 9-10A: POWER MATT/TIME TUNNEL			4	1	2	1		1	1	1	1	1		1	1	10	.1	16	10	26
SCI FI: M-F 1-30P: HITCHCOCK				1			1	1	1	1	1		1	1		5	.1	14	6	20
SCI FI: M-F 130-2P: BEYOND REALITY				5	5	5	5	5	5	5	5	5	5	5	5	55	.1	21	4	25
SCI FI: M-F 230-3P: RAY BRADBURY							1	1	1	1	1	1				5	.1	11	5	16
SCI-FI: M-F 3-8P: RIPLEY'S BELIEVE IT OR NOT / VOYAGERS/MISFITS OF SCIENCE /SIX MILLION DOLLAR MAN / TWILIGHT ZONE /TALES OF DARKSIDE	8		17	16	16	16	16	16	16	16	16	15	16	15	15	214	.1	30	11	41
																289	25.1	7,949	2,501	10,450

OTE: WITHOUT 9/4 COMEDY CENTRAL, SPOTS MOSTLY WILL BE MOVED AS PROGRAMMING ALLOWS.

VISION # 1

ATARI CORPORATION
NATIONAL TELEVISION SCHEDULE
SEPTEMBER - DECEMBER 1995

ATARI® JAGUAR™

STATION-DAY-TIME PERIOD-PROGRAM	9/4	9/11	9/18	9/25	10/2	10/9	10/16	10/23	10/30	11/6	11/13	11/20	11/27	12/4	12/11	Total	M18-34 RTG	(000)	M12-17 (000)	M12-34 (000)
USA: SUN:7-7:30P: WEIRD SCIENCE	1*						1									1	0.7	207	164	371
USA: FRI 11P-1A: UP ALL NIGHT					1											2	0.8	251	98	349
USA: SAT 11P-1A: UP ALL NIGHT									1					1		2	0.8	273	87	366
USA: THU/FRI 10A-6P: THANKSGIVING SPECIAL												12				12	0.8	250	103	353
USA: MON-FRI:4-5P: KNIGHT RIDER			1	1	2	2	2	3	1	1	1	2		2		20	0.4	142	133	275
USA: WED/THU 8-10P: USA MOVIE		1														1	0.7	212	71	282
USA: MON-WED 12M-1A: QUANTAM LEAP				1					1	1			1			4	0.7	217	25	242
USA: MON 9-10P: WRESTLING											1					1	1.3	409	298	707
USA: THU 10-11P: WRESTLING					1											1	1.3	409	198	707
USA: SAT: 10-11A: WRESTLING																1	0.7	207	90	296
*STAR WARS TRILOGY																				

* SPOT SHOULD BE ABLE TO BE MOVED.
REVISION # 1

ATARI CORPORATION
NATIONAL TELEVISION SCHEDULE
SEPTEMBER - DECEMBER 1995

ATARI® JAGUAR™

STATION-DAY-TIME PERIOD-PROGRAM	9/4	9/11	9/18	9/25	10/2	10/9	10/16	10/23	10/30	11/6	11/13	11/20	11/27	12/4	12/11	Total	M18-34 RTG	(000)	M12-17 (000)	M12-34 (000)
WARNER BROS.: THE WAYANS BROTHERS				1			1			1				1		4	2.5	779	361	1,140
WARNER BROS. UNHAPPILY EVER AFTER			1			1			1		1		1		1	6	2.3	725	337	1,062
RYSHER: HBO COMEDY			1				1					1				3	1.6	499	259	758
RYSHER: THE HITCHHIKER					1					1	1			1		4	1.8	575	302	877
BAYWATCH: (STRIP)	1	4	5													10	1.0	525	308	833
GROUP W: AMERICAN GLADIATORS				1				1				1				3	1.9	613	307	920
GROUP W: GEORGE MICHAEL'S SPORTS MACH.		1			1		1									3	1.6	496	111	607
GROUP W: COAST GUARD			1				1									2	1.2	383	117	500
WARNER BROS. SYN.: NEW JACK CITY (MOVIE)							2									2	5.3	1,690	561	2,251
TOTAL																37	75.6	23,986	11,141	35,127

EVISION #1
OT STILL IN W/O 9/4 MAY STILL BE MOVED

ATARI CORPORATION
NATIONAL TELEVISION SCHEDULE
SEPTEMBER - DECEMBER 1995

ΛATARI®

JAGUAR™

STATION-DAY-TIME PERIOD-PROGRAM	9/4	9/11	9/18	9/25	10/2	10/9	10/16	10/23	10/30	11/6	11/13	11/20	11/27	12/4	12/11	Total	M18-34 RTG	(000)	M12-17 (000)	M12-34 (000)
SYNDICATED WRESTLING: TITAN SPORTS-WWF				1			1	1		1						4	4.6	1,475	780	2,255
TOTAL																4	18.6	5,900	3,120	9,020

ATARI® **JAGUAR**™
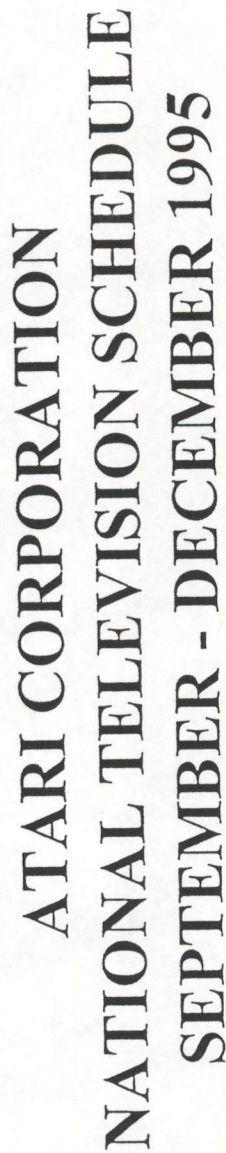
PRINT ADVERTISING

- ## Over 20 Million Impressions

- ## July through December Key Gaming
  ## Books plus Sports Illustrated

KEY PUBLICATIONS

EGM/EGM2
Die Hard Game Fan
Next Generation
Dimension 3
Sports Illustrated
Game Informer

Game Pro
Video Games
Game Player
Ultimate Gamer
Fusion
Tips and Tricks

ATARI®

Jaguar™

THREE MAJOR 1995 "HANDS ON" TOURS

🖐 EGM Super Tour

☞ 12 Major market mall visits

☞ 4 Jaguar kiosks each site

🖐 Sports Illustrated Campus Fest Tour

☞ 15 Major college events

☞ 8 Jaguar kiosks each site

🖐 USA Video and PC Game Mall Tour

☞ 18 Major market mall visits

☞ 8 Jaguar kiosks each site

ATARI JAGUAR

1995 SUPER TOUR EVENT SCHEDULE

DATE	CITY	LOCATION	RETAIL STORE
August 26-27	Denver	Aurora Mall	EB
September 1-3	Minneapolis	Mall of America	EB
September 9-10	Dallas	Vista Ridge Mall	EB
September 16-17	Miami	Sawgrass Mills	EB
September 23-24	Albany	Crossgates Mall	EB
Sept. 30 - Oct. 1	Philadelphia	Oxford Valley Mall	EB
October 7-8	Buffalo	Walden Galleria	EB
October 14-15	Columbus	Eastland Mall	EB
October 21-22	San Jose	Vallco Fashion Park	EB
October 28-29	San Bruno	Tanforan Park	EB
November 3-5	Los Angeles	Del Amo Fashion Cnt.	
November 11-12	Burbank	Media City Center	EB

ATARI JAGUAR

SPORTS ILLUSTRATED CAMPUS FEST TOUR

School List for Fall - Spring
(1995 - 1996)

DATE	SCHOOL	CITY
August 23-24	Michigan State University	East Lansing, Michigan
August 29-30	Purdue University	West Lafayette, Indiana
September 3-4	University of Connecticut	Storrs, Connecticut
September 11-12	University of Pittsburgh	Pittsburgh, Pennsylvania
September 20-21	CUNY, Queens	Flushing, New York
September 27-28	University of Pennsylvania	Philadelphia, Pennsylvania
October 4-5	Penn State University	State College, Pennsylvania
October 11-12	University of Massachusetts	Amherst, Massachusetts
October 18-19	University of Missouri	Columbia, Missouri
October 24-25	Indiana University PUI	Indianapolis, Indiana
Oct. 31 - Nov. 1	University of New Orleans	New Orleans, Louisiana
November 8-9	University of Tennessee	Knoxville, Tennessee
November 15-16	Georgia Technical	Atlanta Georgia
November 29-30	University of South Florida	Tampa, Florida
December 5-6	University of Alabama	Tuscaloosa, Alabama
Week of 1/15	UC Santa Barbara	Santa Barbara, California
Week of 1/22	University of Arizona	Tucson, Arizona
Week of 1/29	UCLA	Los Angeles, California
Week of 2/5	UC - Berkeley	Berkeley, California
Week of 2/12	Arizona State University	Tempe, Arizona
Week of 2/19	Cal State, Long Beach	Long Beach, California
Week of 2/26	University of Central Florida	Orlando, Florida
March 11-21	Florida	Spring Break Destination
Week of 3/25	University of Virginia	Charlottesville Virginia
Week of 4/1	Kansas State University	Manhattan, Kansas
Week of 4/8	University of Illinois, Champaign	Champaign, Illinois

ATARI JAGUAR

U.S.A VIDEO AND PC GAME MALL TOUR '95

DATES	MARKET	MALL LOCATION
September 16-17	Dallas	Prestonwood Town Center
September 23-24	Miami/Ft. Lauderdale/W. Palm Beach	Boynton Breach Mall
September 28-29	Atlanta	Town Center at Cobb
Sept. 30 - Oct. 1	Atlanta	Shannon Southpark
October 7-8	Los Angeles	Del Amo Fashion Center
October 14-15	San Francisco	Northgate
October 21-22	Seattle	Bellevue Square
October 28-29	Denver	Southwest Plaza
November 4-5	Milwaukee	Northridge
November 11-12	Chicago	Lincoln
November 18-19	Minneapolis	Mall of America
November 25-26	Boston	Independence
December 2-3	New York Metro	Smith Haven
December 9-10	Detroit	Oakland
December 16-17	Philadelphia	King of Prussia
December 22-23	Buffalo, New York	Walden Galleria
TBD	Baltimore/Washington DC/North Virginia	Landover
TBD	New Jersey/New York Metro	Garden State Plaza

ATARI®
JAGUAR™

1995 BACK-HALF ADVERTISING CAMPAIGN

- **128 Million Targeted Impressions**

  103 Million TV Impressions

  20 Million Print Impressions

  5 Million Tour Impressions

CONTACT:
Patricia Kerr or Jennifer Hansen
Dorf & Stanton Communications
(310)479-4997 or (800)444-6663

Gamers "Flip" Over New Atari Release
FlipOut!™ for Jaguar 64 Hits Stores Nationwide

SUNNYVALE, CA (August 30, 1995) -- This morning Atari Corporation introduced the exciting title *FlipOut!™*, a wacky and challenging puzzle game for the Jaguar 64 home entertainment system.

FlipOut!™ is a puzzle game with a unique twist. Players tour the distant "Planet Cheese" and view Mother Earth through the eyes of alien tourists. The game takes place at The Great Tile Flipping Festival, the premiere sporting event for the citizens of Planet Cheese.

Players participate in The Great Tile Flipping Festival all over the Universe, from the Zero Gravity Arena on Planet Cheese to the presidential faces of Mount Rushmore. In some of the worlds, players must "juggle" ten tiles by flipping them into the designated places on a three-by-three grid, where one must be in the air at all times. In Yellowstone, aliens are flipped until they land on the color coordinated geyser, and in The Sphorkle Diner, players must match food with the correct color alien.

Sound simple? Don't be fooled. *FlipOut!™* has four difficulty levels, ranging from normal to insane with obstacles to challenge even the most talented of flippers. Each area offers different challenges, including alien interference, that intensifies as levels progress. In the final world, gamers meet King Fluffy, a wacky blue-blood determined to confuse players by scrambling and destroying the difficult sixteen-tile playing field.

"*FlipOut!™* adds yet another genre of game play to Jaguar 64," said Ted Hoff, Atari's President of North American Operations. "It combines animated characters with three dimensional multi-level game play to create a puzzle game beyond players' wildest imaginations."

FlipOut!™ is just one of Atari's new title launches for the season. Recently, Atari released *Super Burnout* and *White Men Can't Jump™* bundled with Team Tap™, a peripheral to link four players at once. Other titles to be released this summer include: *Ultra Vortek™*, *Pitfall, the Mayan Adventure™*, *Flashback™*, published by US Gold, and *Rayman™* published by UbiSoft.

-more-

FlipOut!™ has a rating of K-A (appropriate for Kids to Adults) and has a suggested retail price of $49.99. It is available in stores nationwide.

For over twenty years, Atari Corporation has provided consumers with high quality, value priced entertainment. Atari Corporation markets Jaguar, the only American made, advanced 64-bit entertainment system. Atari Corporation is located in Sunnyvale, California.

FlipOut!™ All Rights Reserved. *FlipOut!*™, Atari logo and Jaguar are all trademarks of Atari Corporation.

#   #   #   #

SNEAK PREVIEW!!

THE LATEST AND GREATEST FROM ATARI!

YOU ARE CORDIALLY INVITED TO PREVIEW UPCOMING TITLES FOR THE JAGUAR 64 AND JAGUAR CD, INCLUDING HITS LIKE *"DEFENDER 2000"*, *"HIGHLANDER"* AND *"ATTACK OF THE MUTANT PENGUINS"*

TO GET ALL THE JUICY GOSSIP, SEE THE ENCLOSED GAME DESCRIPTIONS AND RELEASE SCHEDULE.

FOR FURTHER INFORMATION, PLEASE CONTACT:
JEANNE WINDING AT (408) 745-2117
OR
KRISTINE CHAMBERS AT (408) 745-8889

GAME DESCRIPTIONS

Arena Football (cart)

Genre:	Action/Sports
Month avail:	November
MSRP:	$69.99
# of players:	1 or 2 Player
Description:	The 50-yard Indoor War...Rock 'n' Roll Football...War on the Floor...Ironman Football. Whatever you call it, Arena Football is the newest sports craze sweeping the nation. Use strategy and brute strength to blow your opponents away. Play head-to-head with a friend, or blaze through a season to get to the Arena Bowl. This is one sports game you won't want to miss!

Highlights:

- Fully digitized players captured with live-action video.
- Actual AFL players and stats.
- Real playbook developed by an AFL Head Coach.
- Coach or Player mode allows varied levels of computer assistance.
- Intuitive passing interface compliments the passing nature of Arena Football.
- House rockin' music track captures the essence of Rock 'n' Roll Football.

GAME DESCRIPTIONS

Attack of the Mutant Penguins (cart)

Genre:	Arcade
Month avail:	December
MSRP:	$59.99
# of players:	1
Description:	In the far off galaxy of "Bleurgggh" (Nebula Quadrant), an evil race of slimy green (but reasonably stupid) aliens have been monitoring the Earth's transmissions. Unfortunately for them, they only tuned in to a specific channel and picked up "The Wildlife Show". They quickly made the decision to disguise themselves as the obviously dominant species on Earth - the Penguin. Having invaded, they quickly realized their mistake and tried to again disguise themselves as humans. Nobody is fooled.

When the good earth penguins found out about this slur on their integrity, they were not happy and are out for a fight. Joining them in this fight are those champions of intergalactic do-goodery, Bernard (a round thing with a frying pan) and Rodney (a pear-shaped thing with a baseball bat)--legends throughout the universe.

So there you have it. It's the age old story of Mutant Alien Penguins dressed up in costumes being slapped by real penguins, clubbed by an oversized pear with a baseball bat, or clobbered by a round thing with a frying pan.

GAME DESCRIPTIONS

Baldies (CD)

Genre: Action/Strategy

Month avail: November

MSRP: $59.99

# of players: 1

Description:

Ever want to rule the world? With Baldies, you have the resources but do you have the strategy and skill? Build your own society complete with workers, builders, soldiers, and scientists, and use them to create your own world and conquer the enemy.

Use your scientists to invent creative ways to kill the enemy. Dropping a skunk into an enemy house to make them run out into a minefield you've laid is just one way to get rid of them. You can also drown them, electrocute them, and trap them, to name just a few of their useful ploys.

You are limited only by your own imagination. This game is truly for all ages. With its advanced AI, you can observe the Baldies in a "fishbowl" environment, watching them multiply and live out their lives, or you can interact with them, decide to conquer the world and attack the bad guys (those with hair). There are five areas of game play with literally hundreds of levels, including secret levels and secret warps to get to other levels.

Highlights:

- Cute, follicly-challenged characters
- Humorous claymation sequences between levels
- 100+ levels across five different worlds
- Bonus levels, hidden features, numerous inventions and much, much more
- Never the same game twice

GAME DESCRIPTIONS

Battlemorph (CD)

Genre: Flying/Action
Month avail: November
MSRP: $59.99
# of players: 1
Description: You thought Cybermorph was challenging? Now, face a whole new roster of worlds, puzzles, enemies, and weapons in the CD sequel, Battlemorph. The Pernitian empire has been kicked out of human space, but they are preparing a vengeful strike. Take the fighting to their turf! With the new War Griffon, you'll be able to fly underwater and underground to get at all the enemy's weak spots! Collect valuable new technologies that will give you access to new weapons and abilities like nothing you've ever seen before!

Highlights:

- Full 3D environment; go where you want when you want.
- Morphing War Griffon changes shape with the environment.
- Travel through the air, underwater, and even underground.
- Full motion computer rendered video.
- Over 10 different weapons and items for battle.
- Over 40 different complete worlds to explore.

GAME DESCRIPTIONS

Black ICE\White Noise (CD)

Genre:	Action/Arcade/RPG
Month avail:	December
MSRP:	$69.99
# of players:	1
Description:	In *Black ICE\White Noise* players take the role of a street-level cyberpunk in an urban blightscape, walking a barbedwire tightrope between the crystalline informational world of C-Space and the grimy reality of The Street and The Meat. Gameplay features include point-of-view C-Space hacking, full-motion video encounters, and digitized video sprites of gangs, crazies, cops, Corps...and corpses.

Play a good guy who fights the good fight...or a bad girl who left her heart in San Francisco a long time ago. Ooops--your mission went bad and you just blew away a cop. Now here come *allllll* his friends. Make a note: Better do some creative hacking on that lengthy police record of yours, after you get out of this alive.

If you get out of this alive...

Highlights:

- Features full motion video sequences.
- Up to 100 hours of non-linear gameplay.
- Several styles of play including shooting, fighting, and role-playing.
- Music by Andy Armer

GAME DESCRIPTIONS

Blue Lightning (CD)

Genre:	Flying/Action
Month avail:	September
MSRP:	CD Pack-In
# of players:	1
Description:	Gamers pilot a chosen plane from a squadron of United Nations operatives as they fight to stop General Drako, the UN member turned terrorist. Players design flight plans and use their quick maneuvering skills to destroy key enemy locations and bases. Players also protect cargo planes and other UN planes transporting important government officials.

Highlights:

- Seven different modern aircraft to choose from
- Use Gatling guns, Missiles, Cluster bombs, and more
- 40 different Air Combat and Ground Attack missions
- Over 20 different full-motion 3D rendered movies
- Save the progress of up to five pilots

GAME DESCRIPTIONS

Breakout 2000(cart)

Genre:	Arcade
Month avail:	December
MSRP:	$49.99
# of players:	1 or 2
Description:	Breakout 2000 is an update to Atari's classic game, Breakout. As in the original, the game consists of a paddle, a ball, and playfield composed of bricks. The difference in Breakout 2000 is that it changes the viewpoint by rotating the playfield back into a 3/4 3D perspective. The objective is still to get a high score by clearing the playfield of all removable bricks and advance to other playfields. If you loved the original, you'll love this.

Highlights:

- Includes bricks that are non-breakable and some that must be hit more than once to be broken
- Power-ups that may give you an extra ball, speed up your ball, slow down your ball, etc.
- 50 levels

Charles Barkley Basketball (cart)

Genre: Sports
Month avail: November
MSRP: $59.99
# of players: 1-4 (see peripherals)
Peripherals: Team Tap, which allows up to four players
Description: Take part in a national 2-on-2 street ball tournament.
                       You'll travel from city to city facing off against some
                       of the baddest street ball players around. If you've got
                       the moves, you'll get to strut your stuff against
                       Charles Barkley himself in the finals in Phoenix. The
                       road to the stadium is paved with endorsements.
                       What are you waiting for? Hit the courts.

Highlights:

- Play with up to three friends in Versus mode with Atari's Team Tap adapter
- Proper light-sourcing and Dyna-Cam™, an enhanced camera system which gives more views of the court
- Players scale and are properly rendered in a 3D environment
- More dunks and slams than any other version
- Choose from single game, series (best of 5 or 7) or tournament modes

GAME DESCRIPTIONS

Commander Blood (CD)

Genre:	RPG
Month avail:	November
MSRP:	$69.99
# of players:	1
Peripherals:	Memory track cartridge recommended
Description:	As Commander Blood, you take command of the Ark (the best spaceship anyplace, anytime), aided by Hank, the onboard bioconsciousness, and Olga, the onboard translator, and Bob Morlock, the oldest being in the universe and financial backer. Your job is to fly through Oddland, an amazing black hole, to your final destination, the Big Bang. However, black holes aren't just the natural boundary points between universes, they're also political borders and are heavily guarded by SCRUT ships. You'll need to make friends, do favors, get involved in local wars or take on other identities to gather information you will need to make it to the big bang.

GAME DESCRIPTIONS

Creature Shock (CD)

Genre: Adventure/Sci-Fi

Month avail: October

MSRP: $59.99

# of players: 1 or 2

Description: The remains of the SS Amazon, a space-drifting ship abandoned in 2023, is the setting for this fully rendered 3D animation Sci-Fi/Adventure game. In the hopes of finding a new home for the dying planet Earth, players must kill the deadly, crawling creatures which have inhabited the ship, before the creatures literally slash and burn them first.

Highlights:

- Fully rendered 3D animation at a gripping 15 frames per second. Created by Argonaut, designers of Nintendo's Special FX™ Chip.
- Choose from three styles of game play—interactive flight and space combat simulation.
- Easy-to-play interface.
- Eerie music and sound effects heighten the tension
- One-on-one combat plus shooting galleries.
- Cinematic sequences exemplify the horror genre at its best.

GAME DESCRIPTIONS

Defender 2000 (Cart.)

Genre:	Arcade
Month avail:	November
MSRP:	$59.99
# of players:	1

Description: Save the humanoids from the evil alien invaders in this updated version of the arcade classic. *Defender 2000* features surprise games and bonus rounds, level warps and power-ups, 3D rendered enemies,   and amazing boss characters which catapult the classic coin-op into the 64th dimension.

Highlights:

- Designed by Jeff Minter, creator of Atari's *Tempest 2000* and the Jaguar CD's *Virtual Light Machine*
- Three game modes: Defender Classic, Defender Plus, and Defender 2000
- The original coin-op audio and gameplay taken to the 64th power in Defender Classic.
- Modern graphics and loads of enemies in Defender Plus
- True color-rendered graphics, parallax scrolling, and additional enemies and weapons in Defender 2000
- Upgradeable laser weapons, autofire, AI droids, and spectacular explosions
- Bonus rounds to reward good gameplay.
- 3D rendered graphics, parallax scrolling, warping backgrounds
- Intense CD-quality techno-rave soundtrack by the award-winning musical team from *Tempest 2000*

Demolition Man (CD)

Genre:	Action/Combat
Month avail:	October
MSRP:	$59.99
# of players:	1 or 2
Description:	It began in 1996 as a brutal battle between a dangerous cop (Stallone) and an even more dangerous criminal (Snipes). A red-hot feud that destroyed 30 innocent bystanders and forced both men to serve 36 years on ice. Thirty-six long years of rage and dreams of vindication. Now it continues in 2032 in the futuristic city of San Angeles. A strange new world where weapons are outlawed, violence doesn't exist and only one thing is clear: the future's not big enough for both of them.

Highlights:

- Actually control cinematic-quality live action footage of Stallone as Demolition Man in a game that merges movie and video footage so smoothly you'll feel plunged into the film itself.
- Contains never-before-seen footage of Stallone and Snipes filmed especially for this interactive adventure.
- A variety of gameplay including shooting galleries, car chases, tunnel hunts, and hand-to-hand combat.

GAME DESCRIPTIONS

FlipOut! (cart)

Genre:	Puzzle
Month avail:	Now
MSRP:	$49.99
# of players:	1
Description:	A puzzle game with an alien twist. Take a tour of the Cheese Planet (or as the citizens call it, Planet Phromahj) which includes nine different areas of game play, with multiple games per area, and four difficulty levels, from normal to psychotic. Whatever you do, watch out for those mischievous little aliens. Some of them will try to help you (if you can call it help), but most of them will try to trip you up for the fun of it. If they weren't so cute, you'd wring their necks.

Highlights

- Nine wacky areas with multiple games in each area
- Four difficulty levels from Normal to Psychotic
- Twelve kinds of crazy aliens

GAME DESCRIPTIONS

Highlander (CD)

Genre: Action/Adventure
Month avail: October
MSRP: $59.99
# of players: 1
Description: You are Quentin MacLeod, the hope of mankind. An
                    immortal raised as an ordinary child, your destiny
                    was unknown until the day slave traders destroyed
                    your village, kidnapped the Dundees, and killed your
                    mother. As she died, your mother called you "The
                    Highlander" and urged you to seek out the stranger
                    who would train you to fulfill your destiny--to wrestle
                    mankind from the grasp of the evil immortal, Kortan.
                    You must find this stranger, an immortal named
                    Ramirez, who will help you gather the knowledge
                    you need to defeat Kortan. Your first quest is to
                    rescue the Dundees from Kortan's stronghold.

                    Highlander includes original dialog from the actors in
                    the animated series and cinepaked sequences from the
                    animated series as well.

Highlights:

- Original dialog from the actors and cinepaked
  sequence from the animated series
- Numerous puzzles to solve and items to collect
  that will speed you on your quest
- Motion capture technology brings lifelike
  movement to real-time rendered, 3D characters

GAME DESCRIPTIONS

Hover Strike: Unconquered Lands (CD)

Genre: Space Combat
Month avail: September
MSRP: $59.99
# of players: 1 or 2 Player
Description: Fear the worst for the missing colonists. Terrakian Pirates have taken over a distant planet and they're patrolling every section of the surface. Only a state-of-the-art armored hovercraft, equipped with a rapid fire cannon and powerful missiles, can battle through 40 levels of fully texture-mapped 3D levels, including Night Vision missions. Knock out key targets and make way for the Federation armada. Save the colony before it's too late!

Highlights:

- Hunt-and-seek action game with full 3D movement.
- Realistic hovercraft simulation puts the player in the middle of intense battle action.
- Improved game controls for smoother hovercraft handling.
- Enhanced cinematic effects take full advantage of Jaguar CD capabilities.
- Fully texture-mapped, real-time-rendered 3D world.
- Full "Battle Surround" sound effects with CD quality soundtrack.
- Additional gameplay—ten challenging new missions have been added to the original game.

GAME DESCRIPTIONS

Jaguar Brett Hull NHL Hockey (Cart.)

Genre:	Sports
Month avail:	November
MSRP:	$69.99
# of players:	1 or 2 players
Description:	High-sticking, hip-checking hockey mayhem with all the power, color, and speed of the Atari Jaguar. This 3D game offers the player two different perspectives and features a camera which zooms in and out and moves in all directions to keep up with he fast paced action.

Highlights:

- Features Dyna Cam (TM) with multiple camera views.
- Fully texture-mapped
- In-game coaching options
- Instant replay with reverse angle option and target cam mode.
- Fully NHL/PA licensed with all team colors, logos, and players

GAME DESCRIPTIONS

Max Force (CD)

Genre: Action
Month avail: December
MSRP: $59.99
# of players: 1
Description: This game takes place at the *Max Force Virtual Training Facility* where you must be smart, quick, and accurate with over a dozen Nerf weapons in order to become a member of the elite Max Force Team. While shooting enemies and targets, collect all four pieces of the Max Force medallion and destroy the boss in each level. Three dimensional artwork and first-person perspective with action taking place in a Virtual Reality Simulator guarantee lots of Nerf fun where no one gets hurt.

Highlights:

- High tech look and feel
- Stationary and moving targets, power-ups, and scary level bosses.
- Over one dozen single and double-shot Nerf weapons
- Three-dimensional artwork, first-person perspective.

GAME DESCRIPTIONS

Myst (CD)

Genre:	Fantasy
Month avail:	October
MSRP:	$59.99
# of players:	1
Peripherals:	Memory track cartridge recommended
Description:	Get lost in the worlds of Myst. Use your mind to unlock the secrets of ages past. What happened to the worlds Atrus created? Is one of his sons behind the destruction? It's up to you to find out. Take careful notes. Everything you see or hear, no matter how insignificant, could be the key to unlocking the mystery.

Highlights:

- View incredible video and animation
- Walk through stunning 3D photo-realistic graphics
- Experience a first-person point of view with no distracting controls or windows
- Explore eerie worlds of starkly fantastic beauty
- Delight in an original soundtrack and sound effects that enhance the sense of realism

GAME DESCRIPTIONS

NBA JAM Tournament Edition

Genre:	Sports
Month avail:	December
MSRP:	$69.99
# of players:	1 to 4 players
Peripherals:	Team Tap / Pro controller
Description:	The Jaguar version of NBA JAM Tournament is the most Arcade faithful JAM yet. You will need major hoop skills to compete against the NBA's finest. Everyone's favorite players including Rodman, Ewing and Hill are all in the game. From dazzling over the top dunks to at the buzzer 3 pointers, NBA JAM brings all of the NBA intensity from the hit arcade game to your TV. You will need to own the court in this two on two challenge if you want to win the coveted NAB JAM TE Trophy. Don't just talk a big game, play it!

Highlights:

- Updated Player Rosters
- Over 120 NBA Stars
- Hidden Players & Secret codes
- Super Power Ups
- Choose from 3 to 5 players per team
- Up to 4 players with team tap
- Digitized play by play commentary
- Rookie and All Star teams

GAME DESCRIPTIONS

NetWar (cart)

Genre:	Action/Adventure
Month avail:	November
MSRP:	$49.99
# of players:	1
Description:	After 20 years of development, the Override mainframe buried deep beneath the south polar icecap to aid its super-cooled megaframe brain, goes online exactly to schedule. Designed to handle the increasingly complex world net called the I-Way, it has many technological innovations giving it huge processing capacity. Mankind and society become totally dependent upon it. Override operates for many years seemingly without problem. However, its Databases mutate and begin creating virus programs that clog the I-Way. An anti-virus craft must enter the I-Way and destroy the mutant Databases and remove the virus programs that are blocking the I-Way. You are mankind's only hope...

Highlights:

- 20 nodes with a final boss encounter
- Extremely fast-paced gameplay which also includes puzzles and complex mazes
- True 3D world with amazing graphics which are texture mapped and Gouraud shaded
- Five different views
- Pick from three anti-virus craft and enhance your weaponry as you progress

Phase Zero (cart) (a.k.a. Hover Hunter)

Genre:	Action/Arcade
Month avail:	November
MSRP:	$59.99
# of players:	1
Peripherals:	JagLink and Catbox
Description:	The age of limitless resources and vast armies is over. The battlefield now belongs to the elite; those with the speed, firepower, reflexes and intelligence to get the job done fast and done right. As pilot of a high-speed attack hovercraft, gamers man the most powerful tool utilized in this struggle for complete global domination.
Highlights:	

- First Jaguar game with surround sound support
- Voxel engine which enables extremely smooth traversing of terrain--the only system with this capability
- An extremely large playing area--equivalent to 32 square miles (16 times the size of "Commanche"

Pitfall: The Mayan Adventure (cart)

Genre:	Action/Adventure
Month avail:	October
MSRP:	$59.99
# of players:	1 Player
Description:	Pitfall Harry has been kidnapped by the spirit of the evil Mayan warrior, Zakelua: Lord of Evil. You, Harry Jr., are the only one who can save him. The only clues to his whereabouts are the pages from his journal he left behind. You'll need lightning-quick reflexes and a discerning eye to survive all the obstacles of the Mayan jungle—not to mention the enemies and traps you'll face when you finally reach the Mayan temple ruins. Speed is of the essence if you're going to get Pitfall Harry out alive. Stay alert! One wrong move and you're a Mayan munchie!

Highlights:

- Ten challenging levels to sneak, swing, skate, and bungee through on your way to rescue Pitfall Harry.
- Enhanced gameplay not found in any other version. We've hidden seven letters spelling Pitfall throughout the game, find 'em all and see a secret ending!
- Pulse-pounding jungle soundtrack recreated from the original score by Ian Howe of Imagetec Design, the artist who created the mesmerizing Tempest 2000 soundtrack.
- Incredible art and graphics—over 2000 frames of Kroyer film animation has been reworked to take advantage of the Jaguar's outstanding capabilities.

GAME DESCRIPTIONS

Robinson's Requiem (CD)

Genre:	Adventure
Month avail:	November
MSRP:	$59.99
# of players:	1
Peripherals:	Memory track cartridge recommended
Description:	This is the ultimate test of human endurance in an alien world--a survival/adventure simulation set in a startlingly realistic virtual environment the likes of which has never before been seen. You are imprisoned on an alien planet and your aim is to escape. To escape you'll need to use the environment and your cunning and do anything necessary to stay alive--including amputating your own limbs. This is no Outward Bound weekend!

Highlights:

- Features more than 100 variables in real time: your body temperature, stress, fatigue, pain, coughs, malaria, poisoning, fractures, hallucinations, to name a few
- True real-time rendered outdoor 3D environment
- The first RPG on the Atari Jaguar but also includes an arcade mode to appeal to non-RPG fans

Ruiner Pinball (cart)

Genre:	Arcade
Month avail:	October
MSRP:	$59.99
# of players:	1 to 4 Players ProController (Optional) RP
Description:	Ruiner Pinball is two fantastic games in one! In Ruiner Pinball, a double-wide table provides challenging gameplay and real arcade response as you strive to defend your country from a foreign attack. Raise the DEFCON level from five to one and get ready to launch a strike of your own. In Tower Pinball, the triple-length table is so eerie you'll think you've descended into hell itself. The Sorceress is one mean lady, and her minions are more afraid of her than they are of you. Casting three spells will bring the tower crashing down, but can you figure them out before it's too late?

Highlights:

- Double-wide table (Ruiner) accessed via ramps
- Triple-length table with three sets of flippers (Tower) provides fun to the 3rd power.
- Texture-mapped, 3D animated enemies and targets.
- Arcade table sound effects combined with an awesome soundtrack.
- Texture-mapped pinball.
- Full screen scaling and rotation.
- Over 65,000 vibrant colors.

GAME DESCRIPTIONS

Super Burnout

Genre: Racing
Month avail: Now
MSRP: $59.99
# of players: 1 or 2
Description: Riders start your engines! In this crash-and burn arcade-style motorcycle race you'll go head-to-toe with friends and computer-generated players or race against the clock. Choose the custom sport bike that will give you the edge - each bike has it's own unique driving capabilities. Multiple tracks mean you'll never be bored. Go for the glory!

Highlights:
- Multiple tracks and motorcycles to choose from
- 60 frames/second arcade-style, high speed action
- Two-player, head-to-head mode
- Fully texture-mapped graphics.

GAME DESCRIPTIONS

Ultra Vortek (Cart.)

Genre: Action/Fighting
Month avail: September
MSRP: $69.99
# of players: 1 or 2 players
Description: Mature (M):   Animated Blood and Gore

The Ultra Vortek is the eternal energy source of mankind. Its Guardian has traveled through the ages testing the worthiness of societies to use its power. Now the Guardian has returned for the Final Test. Seven of mankind's mightiest warriors have been chosen to pit strength and cunning against the Guardian for complete control of the Ultra Vortek. If the Guardian prevails the earth will be destroyed. One of the seven warriors must defeat the Guardian of the Ultra Vortek to save the earth and all humanity.

Highlights:

- Digitized actors, computer-rendered 3D models, and stop-motion animation combined in one game.
- Computer-rendered backgrounds.
- Seven different fighters.
- Six to eight special moves per character.
- Blood/gore option.
- Rockin' soundtrack.
- 65,000 colors.

GAME DESCRIPTIONS

Varuna's Forces (CD)

Genre:	Action/Adventure
Month avail:	December
MSRP:	$59.99
# of players:	1
Peripherals:	Memory track cartridge recommended
Description:	You are in control of a team of four hand-picked soldiers of the United Coalition of Planets, Marine Attack Division, nicknamed Varuna's Forces. The team is equipped with helmet cameras and microphones linked via radio to your tactical command console. You see, on your command screen, views from each of your soldier's cameras. You are given a number of scenarios from which to choose, however, your objective is to successfully complete each one. You may need to obtain the release of hostages, capture an entire area or base, or capture a particular piece of equipment. Communication is critical.

GAME DESCRIPTIONS

Vid Grid (CD)

Genre:	Puzzle/Music Video
Month avail:	September
MSRP:	$ NA
# of players:	1
Description:	Here's a whole new way to "play" music videos. As you watch each video, the screen is divided into squares that are all mixed up. You have to unscramble each video while it's playing and before the music ends. You'll choose to divide the screen by 3x3, 4x4, 5x5, 6x6 squares, upside down, to name just a few of then options. Vid Grid features your favorite artists in their uncut videos.

Highlights:

- Features full-length, uncut videos from some of your favorite artists, including Aerosmith, Peter Gabriel, Gun N' Roses, Jimi Hendrix, Metallica, Soundgarden, Van Halen, Ozzy Osborne and Red Hot Chili Peppers
- Change the options for hours of challenging gameplay

GAME DESCRIPTIONS

White Men Can't Jump (cart)

Genre:	Sports
Month avail:	Now
MSRP:	$69.99
# of players:	1-4 (see peripherals)
Peripherals:	Team Tap, which allows up to four players
Description:	Trash talk runs rampant on this in-your-face, two-on-two, blacktop basketball shoot-out. Automatic camera control zooms in and swings around to catch all the action in this fast-paced, hard playing new sports game for the 64-bit Jaguar.

White Men Can't Jump will be released bundled with the Team Tap, the multi-player adapter for the Atari Jaguar, a $29.95 value.

Highlights:

- 15 teams to choose from
- 25 incredible Super Dunks

1995
(Second Half)
SOFTWARE RELEASE SCHEDULE:
Cartridge
(As of September 1, 1995)

Title	Release Date	Publisher	Category
Power Drive Rally	September	Time Warner Interactive	Driving
Rayman	September	UbiSoft	Action/Adventure
Ultra Vortek	September	Atari	Action/Fighting
Pitfall: The Mayan Adventure	October	Atari	Action/Adventure
Ruiner Pinball	October	Atari	Arcade
Arena Football	November	Atari	Sports
Atari Kart (Working Title)	November	Atari	Driving
Brett Hull Hockey	November	Atari	Sports
Charles Barkley Basketball	November	Atari	Sports
Defender 2000	November	Atari	Arcade
Netwar (a.k.a. Redemption)	November	Atari	Action/Adventure
Phase Zero (a.k.a. Hover Hunter)	November	Atari	Action/Arcade
SuperCross 3D	November	Atari	Sports
Attack of the Mutant Penguins	December	Atari	Arcade
Battlesphere	December	4-Play	Space/Combat
Breakout 2000	December	Atari	Arcade
Fever Pitch	December	Atari	Sports
Missile Command (Working Title)	December	Atari	Action/Arcade
NBA Jam TE	December	Atari	Sports
Sudden Impact (working title)	December	Atari	Action
Zoop	December	Atari	Puzzle
Zero Five	December	Atari	Space/Combat

ATARI JAGUAR

1995
(Second Half)
SOFTWARE RELEASE SCHEDULE:
CD
(As of September 1, 1995)

Title	Release Date	Publisher	Category
Blue Lightning*	September	Atari	Flying/Action
Dragon's Lair	September	ReadySoft	Adventure
Hover Strike: Unconquered Lands	September	Atari	Action/Combat
Vid Grid*	September	Atari	Puzzle/Music Video
Demolition Man	October	Atari	Action/Combat
Highlander	October	Atari	Action/Adventure
Myst	October	Atari	Fantasy
Creature Shock	October	Atari	Adventure/Sci-Fi
Baldies	November	Atari	Action/Strategy
Battlemorph	November	Atari	Flying/Action
Commander Blood	November	Atari	RPG
Formula 1 Racing	November	Atari	Driving
Iron Soldier II	November	Atari	Action/Strategy
Primal Rage	November	Time Warner Interactive	Fighting
Robinson's Requiem	November	Atari	Adventure
Black ICE\White Noise	December	Atari	Action/Arcade/RPG
Magic Carpet	December	Atari	Adventure/RPG
Max Force	December	Atari	Action
Varuna's Forces	December	Atari	Action/Adventure
Wayne Gretzky NHL Hockey	December	Time Warner Interactive	Sports

* CD Pack-In

1996 Releases:
In Development

Title	Release Date	Publisher	Category
Alien vs. Predator: The CD	Q1	Atari	RPG/Adventure
Brett Hull Hockey (CD)	Q1	Atari	Sports
Dune Racer	Q1	Atari	Driving
Frank Thomas Big Hurt Baseball	Q1	Atari	Sports
Mindripper	Q1	Atari	Adventure
Return Fire	Q1	Atari	Combat
Rocky Horror Interactive	Q1	Atari	Adventure
Batman Forever	In dev.	Atari	Action/Adventure
Dante	In dev.	Atari	Action
Ironman/XO-Manowar	In dev.	Atari	Action
Mortal Kombat III	In dev.	Atari	Fighting
Thea Realm Fighters	In dev.	Atari	Fighting

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Atari Jaguar CD System Pounces onto Multimedia Marketplace

SUNNYVALE, CA (September 21) -- According to video game enthusiasts, it was well worth the wait. Atari Corporation's highly anticipated multimedia compact disc player for the Jaguar 64 interactive home entertainment system has hit the stores and is jumping off the shelves.

Atari Corporation has already sold out of its first production run of the CD peripheral, and is stepping up production to fill the high demand of retailers' reorders.

"Our first order of Jaguar CDs has been largely consumed by our customer pre-orders," said Peter Roithmayr, Senior Buyer from Electronics Boutique. "We have already reordered and are excited by the strong sales we are seeing for the Jaguar CD."

The combination of the Jaguar 64-bit console and the advanced CD technology yields a system with explosive power. As the first CD system coupled with 64-bit technology to hit the market, the Jaguar CD is on the leading edge of "next generation" home entertainment systems at only $149.95.

Gamers experience intense true color, full motion video and CD-quality stereo sound when upgrading to the Jaguar CD system. The CD component plugs into the Jaguar 64 console providing 790 Megabytes of raw data storage. Approximately 15 Jaguar CD titles will be available for sale later this year including hits like *Myst*™, *Primal Rage*™ from Time Warner Interactive, *Black ICE/White Noise*™, *Highlander*™ and *Commander Blood*™.

"The launch of our Jaguar CD exemplifies Atari Corporation's commitment to providing consumers value priced components for their Atari entertainment systems," said Ted Hoff, President of Atari's North American Operations. "Now, Jaguar owners can quickly and economically upgrade to a CD system and dramatically enhance their gaming experience."

In addition to the awesome gaming capabilities, the Jaguar CD elevates home entertainment to an entirely new level as it plays audio disks while providing simultaneous access to Atari's cartridge media. Players can experience a laser light show in their own homes with The Virtual Light Machine™ that is built into the Jaguar CD system. As audio disks play on the Jaguar CD, The Virtual Light Machine™ morphs, contorts and pulsates psychedelic light with the beat of the music.

With a suggested retail price of only $149.95, the Jaguar CD system is undoubtedly the best value on the market. Atari Corporation, however, takes their commitment to value-pricing one step further in giving Jaguar consumers a bonus pack with the CD peripheral. More than $100 in fast-action interactive software will be included free with the system. The software bonus pack contains:

- **Blue Lightning** -- Gamers pilot a plane from a squadron of United Nations operatives as they fight to stop General Drako, the UN member turned terrorist. Players design flight plans and use their quick maneuvering skills to destroy key enemy locations and bases.

- **Vid Grid** -- An innovative way to "play" music videos. As players watch the video, the screen is divided into squares and placed out of order. Players must unscramble each video before it finishes playing. Vid Grid features videos from hot rock artists Guns 'n Roses, Jimi Hendrix, Metallica, Ozzie Osborne, Van Halen, Red Hot Chili Peppers, Peter Gabriel, Aerosmith and Sound Garden.

- **Myst** -- Jaguar CD consumers will be treated to a demo of the first level of game play for this wildly popular title. Players must use their intellect to unlock the secrets of ages past. Every detail, no matter how insignificant it first seems could be the key to unlocking the mystery.

- **Tempest 2000** -- Consumers receive the audio CD to this all-time favorite Atari hit. With Jaguar CD capabilities, the Tempest 2000 soundtrack can be played simultaneously with cartridge media or with the Virtual Light Machine™.

-more-

ATARI

Atari Jaguar CD
3-3-3-3

The Jaguar CD peripheral with the bonus software pack-in is available in stores nationwide. Atari Corporation notified tens of thousands of Jaguar 64 users of the new Jaguar CD release through the company's new Jaguar First Alert consumer postcard program.

For more than twenty years, Atari Corporation has provided consumers with high quality, value priced entertainment. Atari Corporation markets Jaguar, the only American-made advanced 64-bit entertainment system and is located in Sunnyvale, California.

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*   **Slides and loaner systems available upon request.**

The Fate of Planet Earth is in Your Hands
Atari's Ultra Vortek™ for Jaguar 64 scores big with gamers

SUNNYVALE, CA (October 3) -- Atari Corporation's *Ultra Vortek™* is a strong fighting game which presents a hefty challenge to Jaguar 64 players: save Earth and all humanity. This exciting new game is now available in stores nationwide.

The Ultra Vortek is the eternal energy source of mankind. Players become one of seven eye-popping, bone-crushing warriors of the underground chosen to battle and defeat the Vortek's dreaded Guardian. Each character is gifted with 6 to 8 special moves and 4 fatalities unique to his or her own fighting style. Players must use skill and cunning to defeat the Guardian for complete control of the Ultra Vortek.

Ultra Vortek™ has a rockin' soundtrack, computer-rendered backgrounds, and animated blood and gore for the mightiest of gaming warriors. For those who would rather skip the blood 'n guts, a "lock out" code limits violence within gameplay.

"*Ultra Vortek™* contains over 65,000 colors and was specially designed for the Jaguar 64," said Ted Hoff, Atari's President of North American Operations. "Gamers won't find this title on any other video game platform."

Ultra Vortek™ is just one game in the spectacular collection of summer releases for Atari. Recent titles which have been released for Jaguar 64 this quarter include: *Super Burnout™*, *FlipOut!™ Flashback™*, published by U.S. Gold, and *White Men Can't Jump™* bundled with Team Tap™, a peripheral to link four players at once.

Ultra Vortek™ has a rating of M (for mature players) and has a suggested retail price of $69.99.

For more than twenty years, Atari Corporation has provided consumers with high quality value priced entertainment. Atari Corporation markets Jaguar, the only American-made advanced 64-bit entertainment system and is located in Sunnyvale, California.

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CONTACT:
Patricia Kerr or Jennifer Hansen
Shandwick USA
(310)479-4997 or (800)444-6663

Swing, Skate and Bungee Through the Jungle
With Atari's *Pitfall: The Mayan Adventure*™

Agreement with Activision lands classic adventure title for Jaguar 64

SUNNYVALE (October 17, 1995) -- Jungle drums pound and pulses race with the release of Atari Corporation's *Pitfall: The Mayan Adventure*™. The jungle adventure game is the result of Atari Corporation's licensing agreement with Activision and is now available in stores nationwide.

Based on the original *Pitfall!*® that debuted on the Atari 2600, *Pitfall: The Mayan Adventure*™ takes gamers on a wild trek through the recesses of the Mayan jungle. Players assume the role of Pitfall Harry Jr. searching for his kidnapped father. With pages from an old journal as their only guide, gamers need lightning-quick reflexes and a discerning eye to make it through the jungle to rescue Pitfall Harry.

Pitfall: The Mayan Adventure™ features ten challenging levels and enhanced gameplay not found in any other version. In addition to the challenges of the fierce jungle, there are seven letters hidden throughout the terrain; spell out "pitfall" and be treated to a special secret ending. The game also boasts an all-new Save Game feature that lets players return to their quest where they last left off.

"Our alliance with Activision has resulted in an enhanced version of *Pitfall: The Mayan Adventure*™ specifically designed for the Atari Jaguar," said Ted Hoff, Atari Corporation's President of North American Operations. *Pitfall: The Mayan Adventure*™ features incredible art and graphics --- more than 2000 frames of Kroyer film animation has been reworked to take advantage of the Jaguar's outstanding 64-bit capabilities."

The *Pitfall: The Mayan Adventure*™ release under the agreement with Activision is just one of the many exciting games for the Atari Jaguar 64 library. The rapidly expanding library will also include CD titles for the recently launched Jaguar CD peripheral which is available in stores across the United States.

--MORE--

Atari Releases
Pitfall: The Mayan Adventure™
2-2-2-2

Pitfall: The Mayan Adventure™ is rated T (appropriate for teenagers and older) and has a suggested retail price of $59.99.

For over 20 years, Atari Corporation has provided consumers with high-quality, value-priced entertainment. Atari Corporation markets Jaguar, the only American-made, advanced 64-bit entertainment system and is located in Sunnyvale, California.

Activision and Pitfall! are registered trademarks, and Pitfall: The Mayan Adventure is a trademark of Activision Inc. All rights reserved. Copyright 1995. Activision, Inc.

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Hoverstrike: Unconquered Lands™ Charges to Forefront
Fast Action CD-ROM Released for Atari Jaguar 64

SUNNYVALE (October 26, 1995) -- Gamers will don flight jackets and all the courage they can muster as Atari Corporation's *Hoverstrike: Unconquered Lands*™ for the Jaguar 64 CD player hits stores today. The mission: pilot a state-of-the-art armored hovercraft, equipped with a rapid fire cannon and powerful missiles to save colonists stranded on a distant planet.

"*Hoverstrike: Unconquered Lands*™ is an intense space action game with enhanced cinematic effects to take full advantage of Jaguar CD capabilities," said Ted Hoff, Atari's President of North American Operations. "It is our first of more than twenty CD titles releasing soon for the Jaguar CD."

Hoverstrike: Unconquered Lands™ engulfs players in intense battle action with realistic hovercraft simulation. It features 40 different fully texture-mapped 3D levels, including several challenging Night Vision missions and ten new missions developed specifically for the CD version of the game.

Playing off the powerful 790 megabyte storage capacity of the Jaguar CD player, *Hoverstrike: Unconquered Lands*™ boasts full "Battle Surround" sound effects with CD quality soundtrack and improved game controls for smoother hovercraft handling.

Hoverstrike: Unconquered Lands™ has a suggested retail price of $59.99 and is available in stores nationwide.

For over 20 years, Atari Corporation has provided consumers with high quality, value-priced entertainment. Atari Corporation markets Jaguar, the only American-made, advanced 64-bit entertainment system and is located in Sunnyvale, California.

#   #   #

Is There a Christmas in your Future?

$ $
$
$
$

JAGUAR

The market is headed south...

we are here!

$ Millions

4000	
3500	16-bit Introduced
3000	
2500	Atari 2600
2000	
1500	NES Introduced
1000	
500	
0	

1980 1981 1982 1983 1984 1985 1986 1987 1988 1989 1990 1991 1992 1993 1994

— Videogame Software Sales — Videogame Hardware Sales
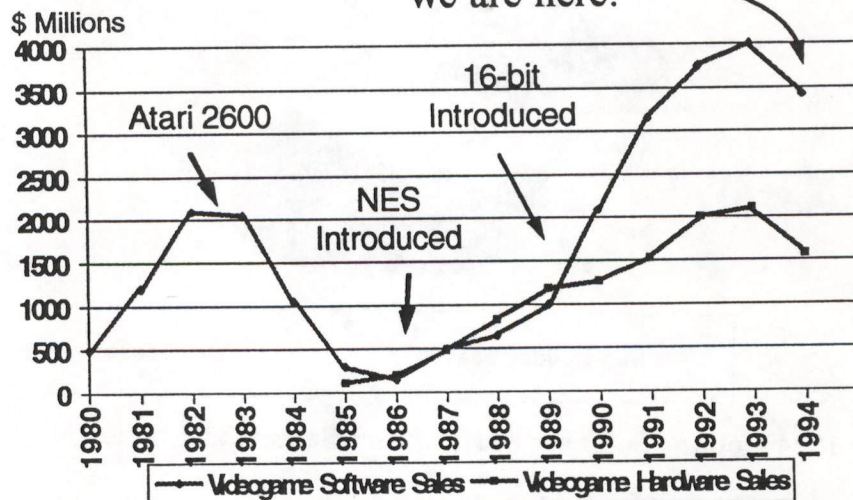
Source: Jeffries & Co., Industry Sources

Videogame households spent nearly $5 billion
last year on game hardware and software...

$Millions
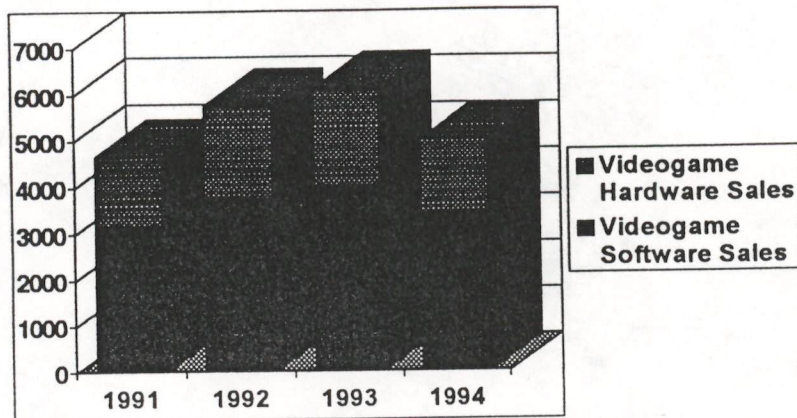
Source: Jeffries & Co., Industry Sources

... with the holiday season accounting for up to
65 percent of these sales.

Non-Holiday Season   Holiday Season
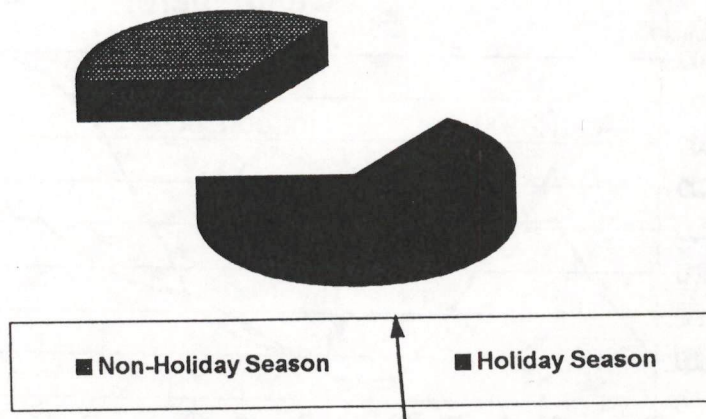
1994 Holiday Software & Hardware Sales = $3.1 billion

How can the consumer decide?

System	Release Date
Sega Saturn	May 1995
Sony Playstation	Fall 1995
Nintendo Ultra 64	Spring 1996
3DO	1993
3DO M2	???

At $300 to $400 consumers are very price sensitive...

% VGS HHs
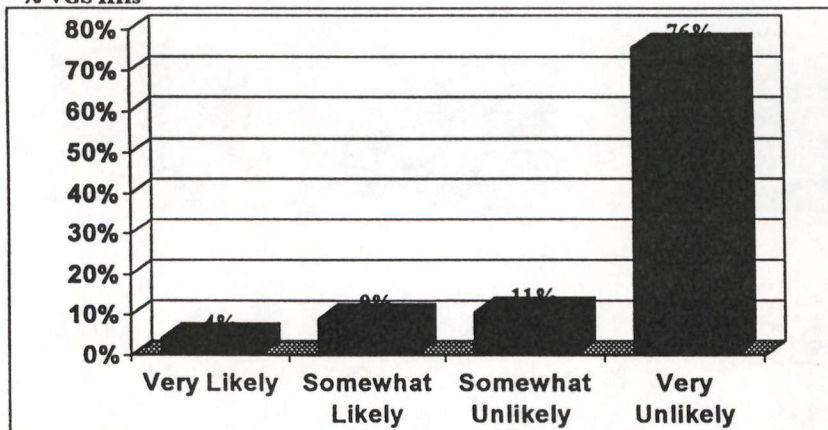
Source: Alexander & Associates, Inc.

Heavy promotional spending will create interest in the new systems and stimulate foot traffic into the retail environment

PlayStation *SEGA SATURN* *ATARI* *3DO* *Nintendo* *Electronic Arts* *Acclaim*

= **$200 million+ in category spending**

How many of these high-end machines will the retailer carry?

Playstation	Saturn	3DO
$350 - $400	$400 - $500	$300 - $400

4

Slide 1
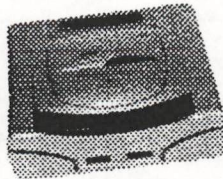
JAGUAR

Alongside these high priced systems shoppers will also see...

$159.95 SRP

Slide 2
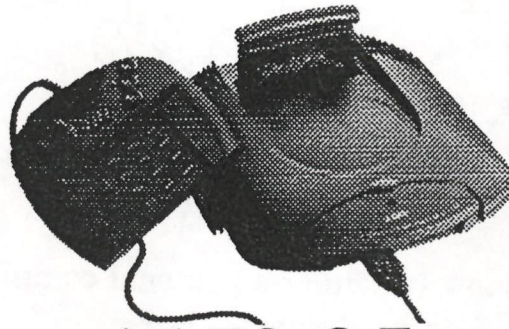
JAGUAR

Has the game industry forgotten who their market is?

- ✓ 500,000 hard-core gamers
- ✓ Competing to buy newest technology
- ✓ Relatively price insensitive
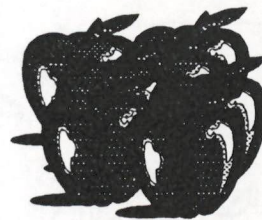
- ✓ 28 million 16-bit HHs
- ✓ Plays for the fun of it
- ✓ Won't pay high prices

Source: Alexander & Associates, Inc.

JAGUAR

The consumer base for interactive entertainment is broad....

Of all US Households
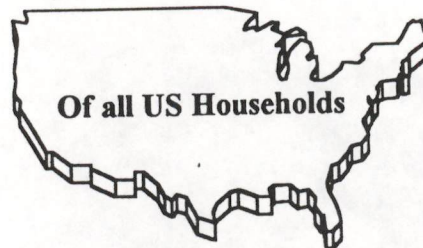
40 million have either a personal computer or a videogame system

Source: Alexander & Associates, Inc.

JAGUAR

...but it comes in pieces...
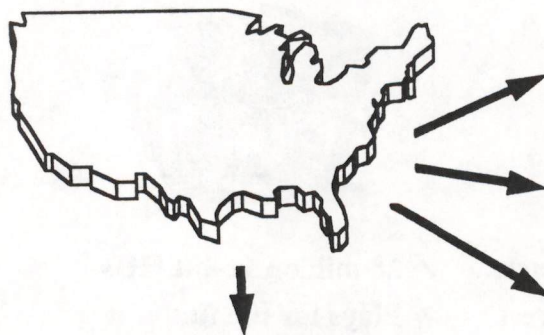
PC Only
13.1 Million HHs

PC & VGS
9.6 Million HHs

VGS Only
17.3 Million HHs

No PC or VGS
52.9 Million HHs

Source: Alexander & Associates, Inc.

JAGUAR

...each of which is demographically distinct...

Group	PC Only HHs	PC & VGS HHs	VGS Only HHs
Size	13.2 Million HHs	9.6 Million HHs	17.3 Million HHs
Avg. HH Size	2.69	3.75	3.46
Avg. HH Inc.	$54,951	$52,803	$34,811
Non-White	10%	22%	31%

...and the VGS segment is the most *price sensitive*

Source: Alexander & Associates, Inc.

JAGUAR

Atari Jaguar meets the needs of this segment:

✓ High performance, great software, *major fun*
✓ Priced like 16-bit machines, performs like $400 machines
✓ Jaguar is computer entertainment for the massesg the price of systems you will *lose* is segment

JAGUAR

Jaguar offers the consumer...

- ✓ 64-bit performance at a 16 bit price
- ✓ Amazing 3D graphics in 16.8 million colors
- ✓ Emerging software library approaching 100 titles
- ✓ A modular system with the flexibility of an add-on CD drive
- ✓ A system manufactured in the U.S.

JAGUAR

Jaguar's offer to the retailer...

- ✓ A familiar and accepted brand name
- ✓ A low price that will guarantee inventory turns
- ✓ A gross margin that isn't tied to the Yen
- ✓ 150 thousand units already in US households to start supporting software sales *immediately*

Atari will support sales with an aggressive second-half advertising commitment...

- 400 million total impressions

- Terrific participation in key tours

The media commitment is serious...

| Print | = 20 Million |

| TV | = 380 Million |

} Total
400 million
Impressions
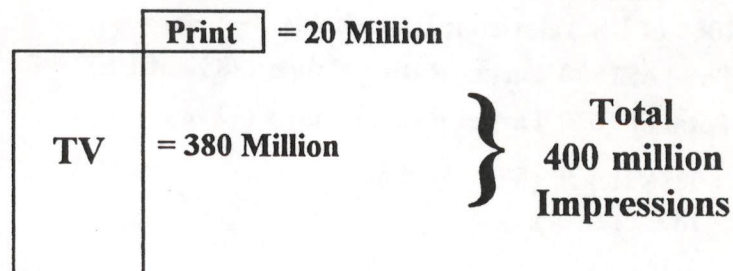
Television will be awesome...

Television
380 Million
TV

Spot TV

Cable and
Syndicated TV

Cable and
Syndicated TV
96 million
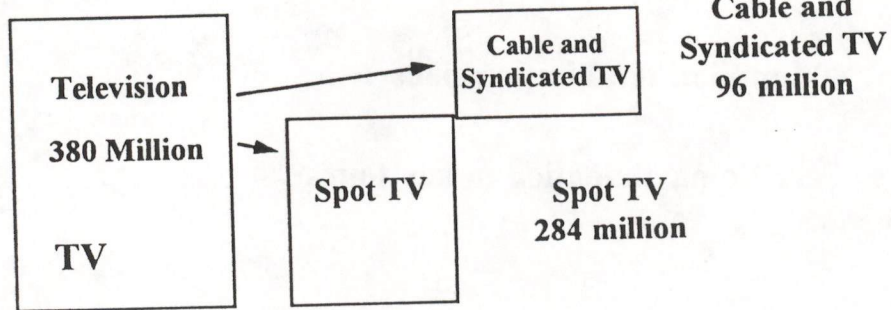
Spot TV
284 million

Spot television coverage will bring the message home...

- September through December 1995
- 40% of US Television Households
- Total of 1800 Target Rating Points (28% of US)
- Total of 1650 Target Rating Points (12% of US)

   - 92% Reach (83% 3+ Times)
   - 18.0 Frequency

Spot television coverage will bring the message home...on a blend of programming

- Local sports, comedy, action and sci-fi
- NBA, NFL and NHL
- Top popular shows like *Rosanne, Baywatch, Home Improvement, the X-Files, VR5, Star Trek Voyager, House of Buggin', Dream On*, etc.

Spot television coverage will bring the message home...in the top markets
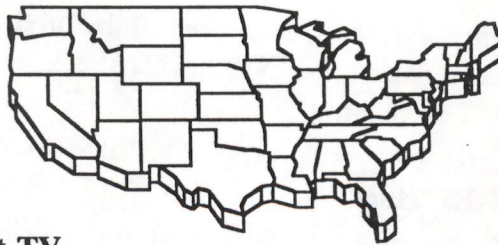
Market List-TV

New York	Boston	Raleigh
Los Angeles	Washington DC	Tampa
Chicago	Dallas	Miami
Philadelphia	Houston	Sacramento
San Francisco	St. Louis	Baltimore
San Diego	Phoenix	Austin
		Greensboro

JAGUAR

Nationally syndicated shows and cable networks will deliver...

- September through December 1995
- Total of 225 Target Rating Points
  - 74% Reach (31% Reach 3+ times)
  - 3.0 Frequency

JAGUAR

Nationally syndicated shows and cable networks will deliver...on these top programs:

- Syndication: Simpsons, Star Trek, Babylon 5, Married with Children, Hercules, COPS, This Week in the NFL, WCW/WWF Wrestling
- Cable Sports: NFL on TNT/ESPN, NBA, NCAA Football, NHL Hockey
- Cable Movies/Series/Specials: Star Wars Trilogy, Weird Science, Duckman, Terminator, Diehard, Jaws, James Bond
- MTV: Beavis & Butthead, prime and afternoon rotations

JAGUAR

Print will be delivered using books like these ...

<u>Publication</u>

Sports Illustrated
EGM/EGM2
Game Pro
Die Hard Game Fan
Next Generation
Game Informer
Fusion (Electronic Games)
Game Players
Dimension 3

JAGUAR

"Hands On"...
Sells Jaguar!

JAGUAR

EGM Super Tour

- 13 Major Venues
- Late July through mid-October
- Millions of "Hands on" Opportunities
- Sponsored and Promoted by EGM

1995 Super Tour Event Schedule*

Date	City/Comic Show	Location	Retail Stores
July 24-26 Retail 27-30 Con	San Diego Comic Convention	San Diego Convention Center	
August 4-6	Los Angeles #1	Del Amo Fashion Ctr.	TBD
August 11-13	San Francisco	Valico Fashion Park	EB
August 18-20	San Bruno	Tanforan Park	EB
August 25-27	Denver	Aurora Mall	EB
September 1-3	Minneapolis	Mall of America	EB
September 8-10	Dallas	Vista Ridge Mall	EB
September 16-17	Miami	Sawgrass Mills	EB
September 23-24	Atlanta	Northlake Mall	TBD
Sept. 30 - Oct. 1	Philadelphia	Oxford Valley Mall	EB
October 7-8	Chicago	Mall - TBA	EB
October 14-15	Chicago	Mall - TBA	EB

* Malls & Cities are subject to change

JAGUAR

Sports Illustrated Campus Fest

- 26 Major Colleges
- Late August 1995 through April 1996
- Over 1 million College Students
- Major Advertising and Publicity around each event

Sports Illustrated Campus Fest Tour

Date	School	Date	School
Aug/Wk3	Univ. of Iowa	Nov/Wk4	Univ. of South Florida
Aug/Wk4	Univ. of Connecticut	Dec/Wk1	Univ. of Alabama
Sep/Wk1	Rutgers Univ.	Jan/Wk3	UC-Santa Barbara
Sep/Wk2	Univ. of Pittsburgh	Jan/Wk4	Univ. of Arizona
Sep/Wk3	IUPUI	Feb/Wk1	UC-Los Angeles
Sep/Wk4	Univ. of Pennsylvania	Feb/Wk2	UC-Berkeley
Oct/Wk1	Univ. of Massachusetts	Feb/Wk3	Cal State Northridge
Oct/Wk2	Kansas State Univ.	Feb/Wk4	Cal State Long Beach
Oct/Wk3	Univ. of Missouri	Mar/Wk1	San Diego State
Oct/Wk4	Texas Tech Univ.	Mar/Wk2	Daytona Spring Break
Nov/Wk1	Univ. of Tennessee	Mar/Wk4	Univ. of Miami
Nov/Wk2	Georgia Tech	Apr/Wk1	Michigan State Univ.
Nov/Wk3	Univ. of Central Florida	Apr/Wk2	Boston College

JAGUAR

USA Video & PC Game Tour

- 16 Major Mall Events
- September through December
- Millions of "Hands on" Opportunities
- Major Advertising and Publicity

USA Video & PC Game Tour

Date	Market	Mall
9/8-10	Tampa-St. Petersburg	Tampa Bay Center
9/15-17	Atlanta	Town Center at Cobb
9/22-24	Dallas-Ft.Worth.	Preston Wood Town Center
9/29-10/1	Los Angeles	Del Amo Fashion Center
10/6-8	S. F.-Oakland-San Jose	San Francisco Shopping Centers
10/13-15	Seattle-Tacoma	Bellevue Square
10/20-22	Denver	Southwest Plaza
10/27-29	Minneapolis-St. Paul	Mall of America
11/3-5.	Chicago	Woodfield
11/10-12	Cleveland.	Great Lakes Mall
11/17-19	Detroit.	Fairlane Town Center
11/24-26	Boston	Independence Mall
12/1-3	New York	Paramus Plaza
12/8-9	Long Island, New York.	Smithaven
12/15-17	Philadelphia	King of Prussia
12/22-24	Washington, D.C.,	Landover Mall

ATARI JAGUAR

	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
National TV Cable Syndication							
Spot TV Top 20 Markets							
Consumer Magazines Targeted Publications							
Gaming Magazines							
EGM Supertour							
Sports Illustrated Campus Fest Tour							
USA Videogames & PC Games Tour							
In-Store Merchandising							
Public Relations Campaign							
Consumer Mailings							

JAGUAR

New Jaguar Peripherals.....

.....Even More Fun!!

Jaguar CD

JAGUAR

- **Double Speed CD-ROM Mechanism**
  - 790 Megabyte storage capacity
  - 352.8 Kbyte/second sustained data rate
- **Includes the Virtual Light Machine**
  - Plays any audio CD
  - Music morphs, contorts and pulsates in light show
  - 81 different settings
- **Three Items Packed in**
  - Vid Grid
  - Tempest 2000 Audio CD
  - Blue Lightning

Jaguar CD

JAGUAR

- **Greater Gaming Enjoyment**
  - Better Graphics, True Color
  - CD Quality Sound
  - More Immersive Game Play
  - Allows Full Motion Video Gameplay

Jaguar CD

JAGUAR

- First shipments in early August
- Affordable price.....$149
- Four titles available at launch
- New CD titles every month into 1996

Jaguar Team Tap
Multi-Player Adapter

JAGUAR

- Great multi-player action
- Up to 4 players per Team Tap
- Special pack-in with White Men Can't Jump (FREE!)
- Future Jaguar games will feature Team Tap
  - Arena Football
  - Charles Barkley Basketball
- Value priced at $29.95

Jaguar VR

JAGUAR

- First practical home virtual reality experience
- Jointly developed by Atari and Virtuality
- Immersive virtual reality games like Missile Command and Zone Hunter
- Targeted price of around $300